

# The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, MAY 22, 1931



DEVOTED to the ideals of family security  
and independence. \* \* \* \* \*

ADAPTED to and in harmony with  
modern agency and underwriting  
practices that protect the interests of  
the fieldman and the policyholder.

**Security Life Insurance Company**  
OF AMERICA

Executive Offices + One Thirty Four North La Salle Street + Chicago



ARE YOU GOING TO BE A JIMMY BELL?

WRITE FOR GENERAL AGENCY PROPOSITION  
AND TERRITORY

 **RESERVE LOAN LIFE**  
**INSURANCE COMPANY**  
**INDIANAPOLIS, INDIANA.** 



## Why Don't You?

**W**E were discussing life insurance on a Pullman with a President of a large advertising agency and an official of a nationally-known manufacturing organization. "Why don't you (meaning the institution of life insurance) issue a policy for business executives that will provide during the active period of life protection only—a policy that leaves reserves in the business?"

**T**HE Ohio National Life Insurance Company can now answer this question—"We have." The Company issues The Adjustable Whole Life—a policy that follows the specifications asked for by this business executive.

**I**T provides protection during the entire expectation period of life with options to change to any form of policy issued by the Company at any time within five years previous to the end of the expectation period.

**S**PECIAL opportunities for experienced life insurance salesmen or for those who are successful business men in other lines in the following territories:

**Ohio**—General Agent wanted at Dayton, Ohio and Marietta, Ohio. Opportunities in other desirable locations in the State with established agencies.

**Texas**—General Agent wanted in Austin and Corpus Christi, Texas. Opportunities with established agencies at Houston, Dallas and Fort Worth.

**Illinois**—General Agent wanted at Bloomfield and Peoria. Unusual general agent opportunity for Metropolitan Chicago.

**T**HE foregoing opportunities, the new Adjustable Whole Life and many other attractive sales helps are reasons why—"It Pays to Tie Up With The Ohio National."

Salesmen wanted in select locations in the following other territories: Indiana, Iowa, Kansas, Kentucky, Missouri, Nebraska, Oklahoma, Pennsylvania and West Virginia. For information as to a policy to fit your need or a Salesman's Contract, write:

### The Policy That Business Men Want

This policy known as The Adjustable Whole Life is issued by The Ohio National Life Insurance Company. The following illustrates a \$10,000 policy issued at age 35:

Amount of Protection.....\$10,000  
Annual Premium.....\$147.60

Death benefits include face of policy plus cash value. On this policy issued at age 35, should death occur at age 55, the death benefits payable would be \$10,000 the face value of the policy plus \$960.00 the cash value or a total of \$10,960.

The policy may be modified or changed or converted to another policy any time before age 61. The following are options that may be selected at the end of the 17th year or at age 52: (Options at other ages in proportion).

- Option 1. \$10,000 Whole Life Policy—Premium—\$318.60.
- Option 2. Continue the same premium, i. e., \$147.60 and receive a Whole Life Policy of \$5,580.
- Option 3. Pay a premium of \$125.10 a year and receive a \$5,000 Whole Life Policy.
- Option 4. Continue the full face value of the policy at the same premium to age 66 at which time the policy expires.

## THE OHIO NATIONAL LIFE INSURANCE COMPANY

CINCINNATI, OHIO

T. W. Appleby.  
*President*

E. E. Kirkpatrick  
*Supt. of Agencies*



# The Best Is the Test

The Life Insurance agent of today stands erect before the public in the role of a professional man, whose services are honorable, honest, and helpful.

The *successful* agent has a passionate conviction that he is working out a vocation; and he is both proud of his calling and happy in his efforts.

Besides, he is intensely in earnest in the persuasion that he represents *the best company on earth*, for no person has a right to an agency contract who does not so believe.

Patrons of Life Insurance, naturally and quite properly, expect *the best* when they buy, or else they are foolish. Agents must be honest in the belief that they are *selling them the best*, or else they are deceptive and dishonest.

This rule, then, is obvious: *Every policy delivered should be considered to be the best there is*. Otherwise, someone has erred, or worse.

Agents of The Northwestern Mutual Life Insurance Company are sure of *their* Company. They are loyal to it, to their patrons, and to themselves.

Northwestern agents and Northwestern policyholders are *satisfied* agents and policyholders—and there is logic in their faith.

## THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY

Milwaukee, Wisconsin

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# The National Underwriter

## LIFE INSURANCE EDITION

Thirty-Fifth Year No. 21

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, MAY 22, 1931

\$3.00 Per Year, 15 Cents a Copy

### Important Data on Aviation Given

Latest Results Reported at Hartford Meeting of Home Office Underwriters

#### SOCIETY TO REPORT SOON

Air Transport President Addresses Group—Importance of Association Work Is Emphasized

By R. B. MITCHELL

HARTFORD, May 20.—The outstanding importance of the work of the home office underwriter was emphasized by F. B. Mead, executive vice-president Lincoln National Life, speaking at the spring meeting of the Home Office Life Underwriters Association in Hartford. Mr. Mead praised the activity of the association and compared its work with that of the Life Agency Officers Association which was formed about six years ago.

Mr. Mead traced the development of underwriting from its early and crude stages to the present time, and indicated some possible future development of technique, especially in the handling of large risks. Mr. Mead spoke at the morning session of the two-day conference which lasted through Wednesday.

#### Stress Financial Statements

The importance of getting financial statements from applicants was brought out in the open discussion at the morning session. It was stated that it was often easier to obtain these than agents generally believed and such statements have been found very valuable in supplementing information obtained through other sources.

Methods for determining the existence of an aviation hazard and of properly evaluating it where it does exist were set forth in a paper given by H. R. Bassford, assistant actuary Metropolitan, who addressed the afternoon session, which was held jointly with the Occupational Hazards Conference. Mr. Bassford's paper was written in connection with the forthcoming report of the Actuarial Society of America on aviation, which will be out in a few weeks.

Specific rather than general questions should be included in the application to reveal the possibility of an aviation hazard. Mr. Bassford said, such as "Have you ever flown in any type of aircraft? Date of last flight? Do you intend to engage in flying? Have you ever been connected with the manufacture or flying of aircraft?" If the answer is "Yes" on any of these a special aviation questionnaire should be filled out.

#### Arbitrary System Urged

A system of measuring aviation hazard has been worked out whereby a scheduled airline flight counts as a full flight, theoretically involving one take

### Dr. J. B. Nichols Warns of Double Indemnity Danger

Because of the cheapness of accident coverage, because suicide may so easily be made to resemble an accident, because the assured may with a comparatively small outlay accumulate an unjustifiable amount of potential death benefit through life insurance, double indemnity and accident insurance, Dr. J. B. Nichols, medical director of the Acacia Mutual Life, issued a warning to members of the medical section of the American Life Convention in the underwriting of accident and double indemnity. "The Speculative Features of Accident and Double Indemnity Insurance," was his topic.

Dr. Nichols expressed the opinion that sufficient attention is not paid to ascertaining and considering the total amount of accident coverage involved when the application is received. It is important, he said, for the total amount of all accident and double indemnity insurance carried to be known to the underwriter. The practice of the Acacia Mutual, he declared, is to inquire especially into this feature. Most companies, he added, fix a limit of \$25,000 for double indemnity, while others allow \$50,000. For the underwriter to decide whether a man is over insured, there is the problem of whether double indemnity is to be reckoned as life insurance.

#### Relation to Life Insurance

"The greater the amount of life insurance carried," he said, "the less would be the relative need or justification for double indemnity."

Dr. Nichols declared that the reasons for accident insurance are more psychological than logical. Complete protection requires insurance against all causes and the accident hazard is included in ordinary insurance contracts. Double indemnity or accident insurance is a "superfluity."

The coverage is attractive, he pointed out, because accidents are spectacular and make a strong impression on the mind, creating a vivid realization of peril and arousing an instinctive desire for coverage. This attitude of mind is useful, he observed, in leading to an appreciation of the importance of insurance in general and is an educational aid in the purchase of other coverages.

#### Popular and Attractive

Although double indemnity may be a "frill," it is popular and attractive, stimulating the purchase of regular insurance and is now necessary from competitive conditions, according to Dr. Nichols.

Accident insurance is cheap because it covers only a limited contingency. For a small expenditure, the individual has the chance of reaping a rich return.

off and one landing. A short flight, such as a ferrying or sight-seeing trip would count as a third of a flight, and a non-scheduled cross-country flight at the rate of two full flights, on the basis of relative experience.

An important factor which it may be

(CONTINUED ON PAGE 10)

There is thus introduced a speculative element. "A day's railroad accident," he pointed out, for example, "at the rate of 25 cents for \$5,000, is a 1:20,000 gamble."

For suicidal purposes, Dr. Nichols pointed out, violent methods are used and not much ingenuity is required to make the suicide appear to be accidental.

Dr. Nichols recited an experience of the Acacia Mutual, which illustrates the necessity of vigilance in determining the extent of the insurance on the life of an applicant for additional coverage. Insurance with double indemnity was issued to an applicant so as to make a total of \$30,000 life coverage, as represented to the Acacia Mutual. That amount was the maximum deemed permissible for this insured. About three months later, the insured was killed by the discharge of a shot gun which he pulled by the muzzle from an automobile. It developed that he carried \$52,500 life insurance, \$40,000 double indemnity and \$10,000 accident insurance, most of which had been taken out within one or two years. His financial affairs were found to be in desperate condition. The coroner's jury returned a verdict of death by accident, "but the circumstances were such as to warrant a strong suspicion that there was a cleverly contrived suicide."

#### DISCUSSION BY DR. SEATON

Dr. Albert Seaton, medical director of the American Central Life, declared in discussing speculative features of accident and double indemnity insurance that applicants of questionable habits or in environments necessitating moral or financial stress should be granted double indemnity with conservatism even in the smaller amounts.

"There has always been a question in my mind," Dr. Seaton declared, "of the economic reason for double indemnity. It seems to me that most accidental deaths are less costly than death from illness, and I agree with Dr. Nichols that the greatest value of double indemnity is in the finesse of the salesmanship."

#### Low Cost Is Feature

"The issuance of double indemnity coverage," he continued, "generally is non-speculative. The coverage of hazardous occupations by double indemnity properly rated is perfectly sound underwriting. For two reasons the purchase of double indemnity becomes attractive to the prospective suicide—its low cost and the many convenient ways existing in modern life of simulating an accidental death."

"The speculative hazard of double indemnity," he added, "seems to be a financial and moral one rather than a contemplated physical hazard. The speculative element is more profitable among occupations involving financial and moral stress and can occur in small as well as large amounts of coverage. I think this hazard of suicide in underwriting double indemnity is definitely proved by the number of claims in the first two policy years in comparison with other policy years."

### Sidetracking of Doctors Criticised

Influence of Medical Directors Decreasing; Actuarial, Agency Men Increasing

#### VIEW OF DR. C. B. PIPER

Greetings from Attorney General Mitchell, Dr. W. G. Morgan, Dr. R. L. Rowley at Medical Section

By FRANK A. POST

WASHINGTON, D. C., May 21.—Dr. C. B. Piper of the Guardian Life, chairman of the medical section of the American Life Convention, in opening its annual meeting here criticized quite strongly the tendency in some quarters to relegate the medical director to a position of minor importance in the final selection of risks. He put part of the blame for this condition, however, on the members of the profession themselves. He declared that in recent years the lay underwriter has been waxing strong.

The authority of actuarial and agency executives, he said, has been increasing and that of the medical department decreasing. In many cases the power of final approval is in the hands of a committee, which may not even include a medical man. He insisted that underwriting is not a function of the executive, although that is listed as the subject of an address at one of this year's conventions.

#### Poor Advertiser, Politician

He gave as one of the reasons for this condition that the medical director is usually not a good advertiser or a politician. Without suggesting greater activity along those lines, he said that some of them may have been guilty of laziness and relative inefficiency in failing to keep abreast of changing conditions and that they have not a "restless mentality." He said there has been too little effort on their part to extend insurance knowledge among the medical profession generally and that some medical directors have been so loaded down with detail work of a routine character that they have not been able to give their main attention to underwriting, which is the main fundamental.

The notable list of speakers secured by Dr. J. R. Neal of the Abraham Lincoln Life, chairman of the program committee, attracted an unusually large attendance. They included such outstanding leaders in the medical profession as the surgeons general of the army, navy and public health service; Dr. W. G. Morgan, president American Medical Association; Lieut.-Col. L. H. Bauer, former medical director aeronautics branch U. S. department of commerce; Dr. Gilbert Fitzpatrick and Dr. J. S. Bloodgood, noted cancer specialists, in

(CONTINUED ON PAGE 10)

## Group Conference Makes Several Important Changes

### INSTALLMENTS ON DISABILITY

Lump Sum Payment Eliminated, Maximum Set for Various Contracts Effective June 1

A number of important changes in regard to the disability clause in group insurance have been made by the group conference.

The chief change in the new rules which become effective June 1 is that disability benefits hereafter will be payable in installments. The provision for payment in lump sum on receipt of proof of total and permanent disability, has been eliminated.

The conference has set a maximum monthly installment of \$27.29 for the employee who carries \$1,500 insurance or less, and this maximum will be increased \$1.82 for each additional \$100 of group insurance carried over the \$1,500 mark. In other words, in case of a \$2,000 group contract the monthly disability payment would be \$36.39 at most, and on a \$3,000 contract \$54.59.

Another very radical change has been made in that in the future no injury will be considered total and permanent until proof has been submitted in the regular way and the six months waiting period expires.

#### Eliminate Assumption Clause

In other words, in group policies written by conference company members after June 1, loss of sight of both eyes and the other serious injuries heretofore considered conclusive proof of total and permanent disability, will be treated just the same as any other injury.

Payment will not start until expiration of the six months after disability starts or three months after proof is filed. New employees in a group written previous to their entrance will not be eligible to the disability coverage until they have been insured for 12 months.

## National Fidelity Life Is Using Training Schools

The National Fidelity Life of Kansas City has completed the second home office training school for this year. Each one takes two and a half weeks. There were 19 new men entering the second school and they have pledged \$3,500,000 in business for the first year. Four such schools will be held each year. The home office expects ultimately to get 50 percent of its new business from men who attended these schools. The next one will be held at the home office starting June 15 and the last Sept. 1.

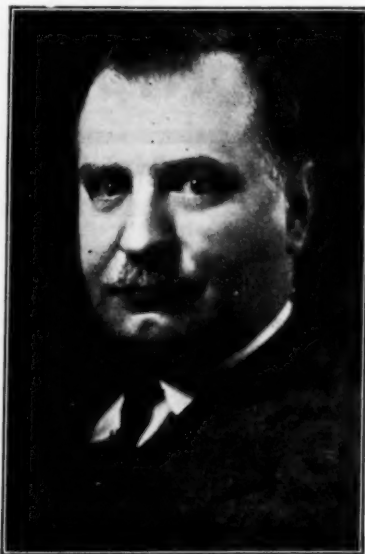
### Hooper-Holmes Expansion

The Hooper-Holmes Bureau, 102 Maiden Lane, New York City, which conducts a national inspection bureau, has greatly enlarged its facilities. Its branch offices have taken on larger quarters in some cities.

The most recent removals were made by branch offices in New Orleans and Detroit. The office at Detroit, under the management of H. E. Dyble, moved to the Fox Theater building. The New Orleans branch, under the management of J. O. Dailing, has been moved into the Union Indemnity building. The new offices are designed to meet the demands of a steadily increasing volume of business.

J. E. Nutt of Chillicothe, O., district manager of the Mutual Life of New York, has made the \$250,000 Club of that company and will attend the Mutual Life meeting at Colorado Springs this summer. He has written \$960,000 in the past four years.

## Coming Back



DARBY A. DAY

Darby A. Day of Chicago, who was formerly manager of the Chicago department of the Mutual Life of New York and later Chicago manager of the Union Central Life, will go to the Pacific Coast with headquarters at Los Angeles, to take charge of the coast division of the Old Line Life of Milwaukee as director of agencies. Mr. Day is one of the best known life insurance men in the country. Unfortunately for him he became involved in some promotional casualty enterprises that failed, starting when he was with the Union Central Life. As a life insurance man, his ability has always been undoubted. He made the mistake, and he realizes it, of getting into a field with which he was not acquainted. He is starting out anew and will throw all his energy into organization work. Those who are best acquainted with Darby Day feel that he will "come back." He recently resigned as president of the Fire Insurance Company of Chicago.

### Smith with Baltimore Life

Actuary J. B. Smith of the Shenandoah Life has resigned to become actuary of the Baltimore Life. He has been with the Shenandoah as actuary since 1893. Prior to that he was assistant actuary of the Jefferson Standard Life.

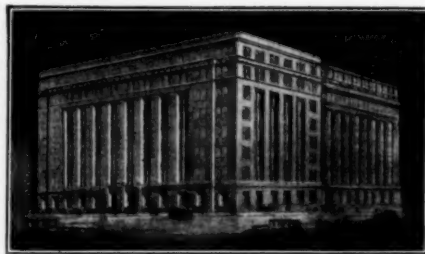
### McGrew Heads Peoples

W. R. McGrew was elected president of the People's Mutual Life of Los Angeles last Saturday. Other officers elected were: H. S. Bridgewater, vice-president and agency manager; Dr. R. W. Starr, vice-president and medical director; P. S. Knowles, secretary, and B. S. Hay, assistant secretary.

## Northwestern's Building Progresses

The new addition to the building of Northwestern Mutual Life at Milwaukee is progressing in accordance with the construction schedule. The addition will be eight stories in height, with a basement and sub-basement and is designed for future stories up to a total of twenty-four. It is planned to use the addition almost wholly for clerical work, the present home office building to be used for administrative offices.

The new building will have an infirmary on the seventh floor for the special care of the health of the employees. The eighth floor will be devoted to dining rooms and rest rooms, with the necessary kitchens, storage rooms and all the incidentals to provide accommodation of this kind. The picture shows the architect's conception of the finished building.



## Grizzard Gets Out Fixed Trust and Insurance Plan

### ORGANIZATION BEING FORMED

To Sell North American Trust Shares in Conjunction With Family Income Policy

James A. Grizzard, president of the Grizzard System, who is well known to the life insurance business, is preparing to market the family income policy in conjunction with North American Trust Shares, a fixed investment trust of so-called blue chip stocks. He has worked out a system for creating estates, the customer buying a certain amount under the family income form and arranging to purchase a certain number of North American Trust Shares, so that the income from that investment will pay the annual insurance charges and keep the estate at its original value when the family income policy is issued after the term feature of the policy expires.

Mr. Grizzard has formed in Illinois the General Distributors, Inc. This is to be in the nature of an agency for selling the investment, which has been named the Grizzard Trust Investment. The General Distributors is a subsidiary of the General Securities Corporation of America and it is planned to establish similar subsidiaries in other localities.

#### Forming Life Agency

He is also forming James A. Grizzard & Co., which is to be the life agency in Chicago. He states that the life insurance feature is to be brokered through this office.

The investor, at any time, can dispose of his holdings in the North American Trust Shares and he gets the interest from those shares direct, there being no direct connection between his life insurance purchased under the system and his stock investment. There is much latitude in the way a purchaser may make his payment. He first decides the extent of the estate he wishes to create. Then he takes enough insurance under the family income policy to create that estate immediately. Then he may buy North American Trust Shares over varying periods of years to insure the preservation of his estate at the original amount.

Associated with Mr. Grizzard is M. M. Morse, former vice-president of the Boulevard Bridge Bank of Chicago and president of the Prudential Securities Corporation. He is vice-president and treasurer of the General Distributors. The secretary of the General Distributors is G. L. Dickson, president of the Steel Form Service Company.

He is preparing to advertise extensively in the daily papers.

The Life Insurance Company of Virginia announces the appointment of T. J. Wagner as branch manager at Amarillo, Tex. In addition to experience as a life agent, Mr. Wagner has also successfully engaged in real estate development and automobile sales work.

## Robbins Tells Doctors How to Help in the Depression

### STRESS HEALTH, NOT LUXURY

A. L. C. Head Says Medical Section Can Aid in Counteracting Mental Depression, Suicide Mood

Dissemination of the idea that true happiness and contentment lie within the individual rather than in the expenditure of money for pleasures and luxuries was submitted as a desirable program, which the medical profession might promote in the depression, by Col. C. B. Robbins, president of the Cedar Rapids Life and president of the American Life Convention, in his address of greetings to the medical section of the American Life Convention in Washington.

"At the present time," Colonel Robbins declared, "the nation is passing through a periodic phase of business depression and it is characteristic that people in times of depression neglect their health through false ideas of economy, just as they attempt to economize in other directions. The number of suicides increases and through neglect of health the normal death rate shows an increase."

#### Return of Prosperity

"While I do not care to merit the accusation of being a Pollyanna, I firmly believe that in times such as these if the medical profession could disseminate the idea that true happiness and contentment lie within ourselves rather than in the expenditure of money for pleasures and luxuries, a great deal would be accomplished toward human welfare and the return of prosperity."

"It has been a well established fact that if a man will believe he is sick firmly enough and long enough, eventually he will be sick from no other cause than his belief; you gentlemen know how important a part in all human ailment is played by the mental attitude of the patient and the most successful physician is the man who can produce the correct mental attitude in his patient. If you are able to counteract the feeling of mental depression that in its most violent form results in suicide and which in lesser forms develops all sorts of nervous and physical ailments, you will be doing a wonderful work."

Colonel Robbins declared that the system of giving frequent free examinations and medical advice to policyholders has not been popular. Many persons dislike to submit to physical examinations and others are negligent. "If the medical section," he said, "could devise a method of popularizing such examinations where incipient diseases could be detected and halted by a proper course of treatment, it would be of tremendous value not only to the life insurance company, but to the human race as well."

Colonel Robbins paid tribute to the medical section as being the oldest and largest of the divisions of the American Life Convention.

### Life Office Methods Meeting

The Life Office Methods Association is holding its semi-annual meeting Friday at Jacksonville, Ill., as guest of the American Bankers. This association of the life companies of Illinois, Iowa and Missouri is interested in the application of tabulating machines to home office activities and records. E. H. Pakes, president of the association, and actuary of the Guaranty Life, will be chairman of the meeting.

### Hart to Give Address

NEW YORK, May 21.—Hugh D. Hart, vice-president Penn Mutual Life, will be the guest speaker at the quarterly meeting of the Life Managers Association of New York.



## Super-Examination for Pilots Needed

Selected Commerce Department Doctor Should Eye Applicant, Speaker Says

### AIR - MEDICAL SPECIALIST

Dr. L. H. Bauer Gives Figures Showing More Defective Than Normal Flyers in Accidents

Examination of pilots applying for life insurance by department of commerce physicians, the record of the examination to be reviewed by a member of the insurance company's staff with knowledge of aviation, was submitted as a partial solution of the aviation underwriting problem by Dr. L. H. Bauer before the annual gathering of the medical section of the American Life Convention. Dr. Bauer is consulting specialist in aviation medicine and former medical director of the aeronautic branch of the United States department of commerce. He is a lieutenant colonel in the medical reserve.

Dr. Bauer believes that the ordinary life insurance company examination is inadequate for pilots. He made it clear that a distinctly higher proportion of pilots with defects, as disclosed in the exhaustive and rigid examination required by the department of commerce, are involved in accidents than normal pilots. For instance, in 1927, 8.2 percent of the normal pilots had accidents and 17 percent of the defective. In 1928 the figures were 10.5 percent and 18.5 percent; in 1929, 10.6 percent and 15.6. In three years 1.55 percent of the normal pilots were killed and 2.36 of the defective.

#### Could Pass Life Test

Dr. Bauer pointed out, however, that the so-called defective pilots would have no difficulty in passing life insurance company examinations. They are measured as defective, merely by the strict standards of the department of commerce for flying purposes.

Dr. Bauer believes that the insurance companies err in considering flyers as physically normal individuals in a hazardous occupation, without distinguishing between individual pilots. Even transport flyers, he said, are not equal risks. They should not be considered equal physical risks merely because they can pass the department of commerce examination any more than because they can pass an insurance examination. Studies are now being conducted to determine the effect of individual defects on the accident rate.

"I believe that all previous physical standards for life insurance so far as pilots are concerned must be discarded," he said. "The department of commerce physical examination, with perhaps a few modifications should be substituted and, regardless of the fact that the pilot may be issued a license based on it, it should be reviewed in the insurance company by some one capable of interpreting this examination in terms of flying risk. To do this, not only must the reviewer be experienced in aviation medicine, but he or some one with him must review the flying record and experience of the applicant. This means that at the start these applicants must be considered more or less as individuals and not as a group. Later, after sufficient statistics have been accumulated the procedure may be simplified.

"There should be certain selected department examiners designated to make these examinations for the insurance

(CONTINUED ON PAGE 13)

## Stevenson Sees Work as Main Factor at Present

Not only are countless opportunities open to life underwriters today, but there is a "truly great part" which they can play under present business conditions, John A. Stevenson, vice-president Penn Mutual, stated in his talk on "Life Insurance Today" at the Kentucky sales congress in Louisville last week.

"It seems to me that almost every person with whom I come in contact these days is giving longer hours of effort to the job in hand," he said. "Most of them are putting forth a great deal of that effort in order to make good on jobs for which the salary is fixed, rather than to accomplish plus results for themselves.

#### "Tin-Cup" Agent Passe

"The so-called 'tin-cup salesman'—the man who is going around trying to persuade his old clients to help him out by taking a few thousand more insurance— isn't getting anywhere. But the man who is willing to pay the price of success by studying how life insurance itself fits into the estate or business picture, and who knows how to apply life insurance to present day needs, is earning an income today which is envied by a good many men in other lines of work.

"Just because the life underwriter is in an enviable position and can render a service of 100 percent value, I'm not laboring under the delusion that business is easy to get. In the first place, when the economic machinery is out of gear, it isn't always easy to convince ourselves of the fact that we can get the business if we go after it.

#### Work Main Ingredient

"I think a good many of us feel that the solution to present difficulties lies in something more complicated than hard work. While other factors may enter in, I think that the amount of work we do is of supreme importance.

"Strange as it may seem, the drooping lines in the life insurance curve are, in a good many instances, more pronounced among groups of experienced salesmen than among groups of new men.

"Another factor which may have a certain influence is that new men in a good many agencies are under closer supervision, and, therefore, must of necessity plan their work. That is, they must give a certain amount of time each day or each week to developing new contacts. They must give a certain time to interviewing and to planning for those interviews. Consequently, this system in itself helps to roll up the production total.

#### Believes in Planning

"I, personally, am a firm believer in the planned or organized sales talk, too, for I think it does for the life insurance interview just what system does for work in general. Important things are not neglected if they have a definite place in the plan and they come up in logical sequence rather than in a haphazard way.

"I think any underwriter whose record for this year exceeds that of previous years will tell you that he is: 1, Working 25 percent harder than in previous years; 2, making a definite effort to develop enough new contacts to assure 25 percent more interviews; 3, systematizing his work so that he has time to develop new contacts and to assure extra interviews.

"The success formula is stiff, but I think any underwriter who has tried it will agree that it works."

#### Can't Tax Surplus

The Iowa supreme court has held that the city of Des Moines cannot collect taxes against the Central Life of Iowa on its surplus and dividends. The court maintains that such funds were not accumulated for the purpose of investment for profit, but are the property of the stock holders in a refunding scheme instituted in 1919 when the company went from a stock company to a mutual concern. The suit involves \$1,200,000. The decision is regarded as a test case and several other cases of like import are pending.

## Medical Section Leaders



DR. C. B. PIPER

The success of the annual meeting of the medical section of the American Life Convention, held this week in Washington, is attributable primarily to the efforts of two men, Dr. C. B. Piper of the Guardian Life, chairman of the section, and Dr. J. R. Neal, Abraham Lincoln Life, chairman of the pro-



DR. J. R. NEAL

gram committee. Both of them have put in an immense amount of work in preparation for the meeting and the program arranged through Dr. Neal's efforts was generally conceded to be one of the most noteworthy ever presented at a meeting of life insurance medical men.

## Deny Rehearing in Shropshire Case

Texas Supreme Court Hands Companies Severe Jolt in Important Suit

### MILLIONS ARE INVOLVED

Accelerating Clause in Farm Loan Contracts Ruled Out—Invalidity Termed Inevitable

DALLAS, TEX., May 21.—The Texas supreme court at Austin May 16 handed down a decision by which certain forms of "accelerating clauses" in installment financing contracts, used for years in the state by many life insurance companies making loans on farm lands and other real property, were definitely outlawed for all time.

The decision was in the noted Shropshire case which came up from Hale county. The high court overruled a motion for a rehearing, which ended the litigation so far as Texas courts are concerned.

#### A. L. C. Is Represented

The American Life Convention had been interested in the case and its attorneys, Judge B. K. Elliott and Frank Wozencraft, appeared as friends of the court in the cause. The A. L. C. was an interested party because many of its member life companies have money loaned on Texas real estate on contracts similar in some contested points to those used in the Shropshire case.

A large number of commercial credit companies from Texas and other states had sought to intervene in the effort for a rehearing of the cause. The best legal talent of Texas and several other states joined in assailing the former decision of the court in the case and urging a rehearing.

The original suit in the Shropshire case was filed in Hale county by J. E. Shropshire and wife against the Commerce Farm Credit Company et al. in 1923. Shropshire charged in his suit that the Commerce company charged usurious interest on a farm loan. He had paid the interest and principal on the notes for two years, amounting to \$1,008, and in his suit he asked that the company return him twice that amount.

#### Involved Interest Coupons

According to the records in the original suit Shropshire and his wife had borrowed \$4,200 from the Commerce company, payable in ten years. The Shropshires executed ten interest coupons, each for \$252. There were five other notes for \$252, one payable each year for the first five years of the contract. The principal note and the interest coupons were secured by a first lien deed of trust on land in Hale county.

When the Shropshires brought suit to have the loan adjudged usurious the district court of Hale county decided against them. The cause was then carried to the appellate court at Amarillo and that court held with the district court. On an application for a writ of error the case was brought to the supreme court. The supreme court commissions of appeals, Section A, declared the loan usurious and reversed the judgment of the lower courts. The Shropshires were awarded double the amount paid as interest on the loan by the decision.

On a motion for a rehearing the case was withdrawn from the commission of appeals and argued before the supreme

(CONTINUED ON PAGE 13)



# \$ U ¢ ¢ E \$ \$

Five-sevenths of success is a matter of dollars and cents. The remaining two-sevenths make the five-sevenths possible.

The two letters, U and E, stand for United Effort. And in the business of life insurance selling, it takes United Effort to spell success.

In the past 15 years, the United Efforts of the Missouri State Life Field and Home Office forces have transformed a One Hundred Million Dollar Company into a Billion and a Quarter dollar institution.

1915, \$32,000,000 — new paid for business.

1930, \$284,000,000—nearly nine times as much.

New policy forms—New sales ideas. Helpful co-operation. A good Company to represent.



## MISSOURI STATE LIFE INSURANCE COMPANY

HILLSMAN TAYLOR, President  
ST. LOUIS

THE PROGRESSIVE COMPANY

### Organization Keynote Is Emphasized by J. A. Fulton

#### MUST PLAN CAREFULLY IN 1931

Home Life of New York President Gives Illuminating Talk at Chicago Sales Congress

Organization is the keynote in business this year, President James A. Fulton, Home Life of New York, stated at the Chicago sales congress. He said organized planning by American business men and government officials is essential for the immediate future to avoid economic chaos.

He said present conditions are not merely passing events, but are a very definite part of changed economic conditions and these require the same type of organization and planning by which American business has always met its problems.

#### Denies This Is Pessimism

"I am of all things not a pessimist," he said. "I have an abiding faith in the ability of the leaders in American business to continue to meet the new problems of our present situation by organized effort. It would, however, be closing our eyes to the plain truth were we to ignore the fact that all is not well with our present national situation."

"With millions of men tramping the streets looking for work—with people going without bread at the same time that wheat is a drug on the market, we must realize that we have a situation which again calls for business statesmanship and new developments in organized effort."

#### Serious Problem Evident

"American life insurance has, to a large extent, lifted from the shoulders of government the burden of providing for the old, the disabled and the women and children left destitute by the premature death of the bread winner. It has provided the means by which they could do these things for themselves rather than be dependent upon government to do them."

"It is perfectly obvious, however, that men without work and without income cannot long pay life insurance premiums and that, if the present situation continued long, an increasing proportion of this problem would be thrown back on government. We would have inaugurated a vicious cycle that would make it increasingly difficult to meet our changed conditions. It is a heartening thing to see this situation being realized and openly reckoned with by the great leaders of American finance and business."

#### Brings Up Taxation

"Think of it for a minute. We know that government, as a practical matter, does not let its citizens starve. In the absence of some such thing as life insurance, government itself must shoulder their burden. Government does shoulder the burden of those who cannot care for themselves. Here, however, is a great group of people who say in effect, 'we do not want to become charges on society as a whole. We want to provide for ourselves and our families.' Would it not seem that the least that government could do would be to remove every obstacle from the paths of those who want to do for themselves?"

"Instead of clearing the track, what do we see? We see the government of the United States, every state in the union, and even many municipalities reaching their hands into the pocket of this self-reliant individual who wants to do for himself and penalizing, by way of taxation, his effort to prevent himself and his family from becoming public charges. Government in effect says that, 'spend your money—waste it—make no provision for the future, and

### New York Suicide Record Sets an All Time High

#### HEALTH DEPARTMENT REPORT

Suicides Increased to 2,345, Being 210 More Than in 1929—More in City

Evidence that insurance companies have not been unjustifiably alarmed at the suicide situation is found in the report of the New York department of health, showing that the number of suicides in that state in 1930 was the greatest ever recorded. There were 2,345 suicides in New York last year. The rate was 18.6 per 100,000 population, which was 22 percent above the average rate for the preceding five years. There were 210 more suicides last year than in 1929, New York City accounting for 148 of the increase and the rest of the state for 62.

In the age group 10-19 years, 12 out of 1,000 deaths were suicides; the ratio was 38 in 1,000 deaths at 20-29 years, rising to 41 at 30-39 years. The absolute minimum proportion—two in 1,000 deaths—was recorded in the oldest group, 80 years and over.

#### In New York City

In New York City the number of suicides in relation to deaths from all causes was greatest between 30 and 40 years—46 in 1,000 deaths; upstate, between 20 and 30 years—35.

Three times as many men as women took their own lives. The disparity between sexes was greatest in the older years. Poisonous gas, mainly illuminating gas and carbon monoxide, were the means employed in about one-third of the suicides, hanging in 21 percent; firearms, 15 percent; jumping from high places, 10 percent, and corrosive substances such as bichloride of mercury and carbolic acid 10 percent.

Of course, these records do not take into consideration those persons who made suicidal deaths resemble accidents. Life and accident and health companies last year noted the great number of strange automobile deaths, which were undoubtedly suicides, but could not be so proved. Then there was a great number of carbon monoxide deaths, most all of which are suspect.

#### Royal Union's Rockne Liability

The Royal Union Life of Des Moines tells its agents that it was one of the insurers of Knute Rockne, famous coach who was killed in the Kansas airplane crash. A policy for \$1,000 was taken out by Rockne in 1916 and was placed through the company's Ottumwa office of which Frank Shane, now vice-president of the company, was then manager.

#### Admitted to Porto Rico

The Bankers National Life of Jersey City has been admitted to do business in Porto Rico and will be represented there by A. E. Lee and W. E. A. Lee, who have been in the insurance business in Porto Rico for many years. Headquarters will be at San Juan.

when the time comes we will step in and spend the dollars of the taxpayer's money to take care of you."

On the matter of agency problems, Mr. Fulton reemphasized the essential value of organization in the life underwriter's work of today and tomorrow. He said: "Some of you may be saying to yourselves, 'Well, it is awful tough sledding now. Times are bad, but shortly it will all change and we will be back and I will go on with my old haphazard methods and succeed.' I have a feeling that the vast majority who do not plan their work are going to be forced through circumstances out of this business."

## Gallaher Explains Value of Inspections to Examiners

### CORROBORATES, SUPPLEMENTS

Two Sources of Information Indispensable, Not Mutually Exclusive, Mutual Life Man Says

H. P. Gallaher, superintendent bureau of investigation, Mutual Life of New York, told the medical section of the American Life Convention at Washington that his department of life insurance has three capital purposes. Mr. Gallaher is a former president of the International Claim Association. The functions of the inspector or investigator, as outlined by Mr. Gallaher, are:

When the applicant is examined, investigation corroborates and supplements the medical examination.

When the application reaches the home office, investigation takes the abstraction presented by the medical examination and vitalizes it by placing it in its actual environment.

#### Furnishes Full Picture

When the risk becomes a claim, investigation furnishes the full picture of the risk which enables the home office selector to discover whether change in his methods is needed.

Mr. Gallaher declared that he prefers the term investigation to inspection to designate his work. Investigation, he pointed out, "digs beneath the surface," while inspection regards existing conditions. "Investigation delves into the past. Inspection looks. Investigation traces."

Mr. Gallaher declared that investigation is not a substitute for examination, nor vice versa. They are not mutually exclusive. "These two indispensable sources of information," according to Mr. Gallaher, "present the picture from entirely different angles. The examiner's work is fundamental, but he should not be asked for information that his training has not fitted him to furnish, that he cannot in all cases supply without endangering his professional prestige or that he may look upon as lowering his professional dignity. Such information is within the proper province of the investigator. Investigation in the main obtains information which is supplementary to that contained in the examination. In those portions of examination and investigation reports which overlap, the one is the necessary and useful check on the other, tending to promote the efficiency of both."

#### Retrospective Feature

The retrospective feature of investigations is valuable, Mr. Gallaher pointed out. "Investigation of claims," he said, "furnishes a prompt and valuable means of keeping the medical selector in intimate touch with the practical application of his theory. From investigation reports on disability and death claims the medical selector is able to make prompt adjustment of his present methods in the light of past experience."

As to cost, Mr. Gallaher said: "Those who attempt to evaluate investigation solely or even primarily by its initial cost are off on the wrong foot. The real value of investigation is more fundamental. The real value lies in the certainty with which the particular investigation report can be acted upon by the selector. With faith in the report before him, the underwriter in his own mind can properly visualize the risk and make accurate and prompt decision."

Realizing the expense to company and agent when a risk is rejected, Mr. Gallaher declares that the investigator "seeks to portray even questionable features in their most favorable light in order that good business may not be lost." Investigation, he said, is the agent's greatest help in bringing about acceptance of the risk.

"Consciousness of these facts cannot

## Good Medical Examiner Hard Man to Find, Dr. Cross Says

### SPECIAL TALENT IS NEEDED

Columbia Life Man Says Medical School Graduates too Standardized, Surgeons too Proud

The ideal medical examiner was described by Dr. Frank B. Cross, before the medical section of the American Life Convention as "a man of reason, human understanding, with courage of his convictions, observing and of loyalty first to the interest of the company he represents." Dr. Cross is medical director of the Columbia Life of Cincinnati.

A man equipped by experience and temperament to be a good medical examiner is rare, according to Dr. Cross. Graduates of medical schools, he said, are too standardized and their thinking is too much in terms of sick persons easily to grasp the problem of life insurance, which requires individual judgment on normal persons.

#### Surgeons Not Good

Surgeons are not a source of medical examiners, according to Dr. Cross. They are inclined to disdain insurance work and if they do consent to enter it they are usually unsatisfactory, Dr. Cross declared. "Aside from accident cases," he pointed out, "the physical examination and diagnosis has for the most part been made before the case reaches the surgeon." Specialists, too, are undesirable medical examiners. Dr. Cross interjected the opinion that the American Medical Association should require that for a physician to become a recognized specialist, he shall at first have been a general practitioner for a certain period.

"In a medical examiner," he said, "we want a man who thinks, knows how to think, and usually the physician of today has little time to think."

"Often," Dr. Cross declared, "just to sit quietly for a few minutes observing the applicant, encouraging him to talk, watching his every movement, carefully weighing what he unwittingly discloses, gleams much which could never be brought out in the routine examination. An all important prerequisite in making for a satisfactory medical examination is the element of time. To consider a case carefully and leisurely is fundamental in completing a competent medical report."

#### Normal Individuals

"It is more difficult to make a diagnosis on an apparently well individual than on a score of patients with a temperature of 104 degrees. The physician is naturally in the habit of examining persons who are ill, while the medical examiner meets those who are presumably in good physical condition. A course in examining normal chests should be carried in every college curriculum or post graduate school."

Even those physicians who are experienced in making health examinations do not necessarily make good life insurance medical examiners, "for the interests of a company must be considered as well as those of the applicant."

A medical examiner, according to Dr. Cross, should have a psychological knowledge of all classes of society in order to get the proper perspective of an applicant.

help raising the morale of the agency force," he declared. "Appreciative of the prompt declination which awaits bad business, and aware of the sympathetic consideration which will be extended to applicants deserving of insurance, the agent will waste little time on the former, but will devote his best energy on the latter, fortified by the knowledge that his efforts are appreciated and furthered by the machinery of investigation."

## New President of New York Life Men



C. D. CONNELL

C. D. Connell, nominee for the office of president of the New York City Life Underwriters Association, has been in the business about 11 years, having been with the Provident Mutual the entire time. He entered the Graham C. Wells agency and seven years later was made a partner, the agency becoming Wells & Connell.

Previous to going into insurance Mr. Connell was engaged in the boys' work department of the Y. M. C. A., traveling in upstate New York for that organization. He is a graduate of Hamilton college and was born in St. Lawrence county, N. Y.

Mr. Connell has made a notable record as a dynamic personal producer and a constructive executive. He has an unusual flair for finance and for the past few years has been treasurer of the New York association.

In Westfield, N. J., where he lives, Mr. Connell is in great demand for civic enterprises on account of his enthusiasm and ability as an organizer.

## Anniversary Booklet of Lamar Life Is Attractive

The Lamar Life of Jackson, Miss., has gotten out an exquisite bit of typographical work in honor of its 25th anniversary, the cover being in silver and showing the Lamar Life home office building with its clock tower. The Lamar Life takes its name from L. Q. C. Lamar, well known Mississippi statesman, who served as a colonel in the Confederate army, was a member of the United States house and senate, Secretary of the Interior under President Cleveland and then was a member of the United States Supreme bench. The booklet is illustrated with views of the Lamar Life building, officials, directors and office interiors. C. W. Welty became president Jan. 27 of this year. He has proved a strong company builder.

## U. S. Supreme Court Decision

Where a judgment is obtained in a federal court and the defendant appeared specially to question the jurisdiction of that court, and action on the judgment is brought in another federal court in the same judicial circuit, the defendant may not question the jurisdiction of the first court which rendered the judgment, the United States Supreme Court held in the case of F. P. Baldwin vs. Iowa State Traveling Men's, reversing the decision of the circuit court of appeals for the 8th circuit.

## Bloodgood Says Insurance Can Help Control Cancer

### BY GETTING MORE INSURED

Urges Giving More Exhaustive and Periodic Examinations, Sharing Information With Profession

"What can the insurance companies do to aid in the control of cancer?" asked Dr. J. C. Bloodgood, famous Baltimore specialist, in the course of his address before the medical section of the American Life Convention and proceeded to give his audience very definite advice on the subject.

"Increase the number of people who take out insurance—life, health and accident," Dr. Bloodgood answered. "Improve the scope and efficiency of the first examination; have in mind ultimately that this examination will be done by a group of physicians rather than by a single individual. Endeavor to add to these examinations, x-rays of the chest, films of the teeth, electro cardiograms, blood-sugar, kidney function, Wasserman reaction, examination by rectum as well as the usual physical, weight, etc."

#### Annual Examinations

"This itself will be educational. As a matter of fact every individual who ultimately seeks life insurance, even children, should have had at least one thorough and complete examination by a physician or group of physicians, or a dispensary. Insurance companies can insist more and more on annual examinations. It might be possible for some individuals, who take out large amounts of insurance, to aid in the cost of such an examination. Insurance companies can obtain through the American Medical Association, the American College of Surgeons, American College of Physicians, the many special societies for the control of cancer, tuberculosis, etc., leaflets and pamphlets written by the highest authorities in the country to distribute to their clientele.

"The studies of insurance companies, statistical and others, on the causes of death among their insureds have been of the greatest value. If they expend large amounts of money on this, should they not consider trying in every way to increase the length of life of those whom they insure, because the longer an insured lives the greater the financial return to the company, and very few of the insureds object to this longer life even if they spend more money on insurance. The object of the first examination should not only be to ascertain whether the patient is a good risk, but to detect remediable defects and have them treated. The annual periodic examination and the continuous and systematic education of the insured should have for its object the increase of the length of life."

#### Increase Life's Span

"Insurance companies should pay the same attention, financially, and otherwise, to methods of keeping their insureds well and increasing their length of life as to the statistical and other studies. I have been rather impressed by their literature that perhaps they paid too much attention and spent too much money on the causes of death, and having found out these causes, they have not taken the logical next step of trying prevention."

"Members of the medical profession specializing in any department of the medical activities of insurance companies, should remember their responsibilities to county, city, state, national and special medical organizations. They must be kept informed of the activities of insurance companies of every type and given all the information discovered by the insurance companies to help them with their patients in the practice of medicine."



## Magic Sales Formula Is Only Hard Common Sense

The existence of a "magic formula" for making sales was denied at the Chicago sales congress by Holgar J. Johnson, general agent Penn Mutual at Pittsburgh. Instead he gave a number of factors which he considers important. "First, the prestige and authority of the salesman," he said. "What are some of these factors that enter into the building of one's prestige and authority? First, a knowledge of your business. I believe that this can be accepted as a statement of fact. Most of us have difficulty in disguising a lack of knowledge of our business if we actually do not have such a knowledge.

### Must Look Successful

"The public must know that we know our business and that we are successful in the development of our business. There are many ways of conveying this information: Through our appearance. We must look successful. We must look as though we at least had the right to expect the confidence of the public. Then, too, we should use the various mediums available for conveying to the public the fact that we are in the life insurance business, advertising if you wish to call it such, by word of mouth, through our friends' and clients' observation of our successful operation, or through an intelligent campaign in the newspapers or periodicals to build our prestige and influence with the public. "Another element in the building of your prestige and authority is so called third party influence. Another element is the bearing of the salesman, which bearing is the result of confidence in himself and his business. This, you may say, is an intangible thing, but it is a most vital element in the salesman's attitude at the time he attempts to make his sales.

### Many Sales Help Morale

"A still further attribute in the development of your prestige and authority lies in the factor of making many sales. I know of nothing that gives a salesman more confidence, more prestige, or authority than the experience of a great many sales.

"The second great factor in the making of a sale is the surrounding conditions. This is our great alibi. It is always easy for us to maintain that conditions are not good, that we cannot make a sale due to these surrounding conditions, that every man we call on is harassed by business conditions and for that reason he cannot buy. I am reminded of a statement that appeared a short time ago that 'great pilots were made by navigating in troubled waters.' The question arises, will you face and accept conditions, or will you face and transcend existing conditions. There never is a good time to do what you don't want to do. When men really accomplish things, it is when they are forced to do so no matter what the existing conditions may be.

### Preparation Is the Key

"Of course, when one speaks of surrounding conditions in the making of a life insurance sale, there are many situations that enter into the picture. Make your surrounding conditions favorable. Real advanced preparation will help tremendously to overcome surrounding conditions, for after all while we must face the fact that at times there are conditions surrounding a situation which are difficult, the extent to which that difficulty exists, depends largely on the extent to which the salesman accepts the situation, whereas, if he sees the difficulty, plans to overcome it and transcends the situation, he becomes the real leader.

"The third thought that I wish to bring your attention to as a factor that aids in the making of a sale is, your

idea. Is it dynamic and interesting? Is your call on the prospect a visit or the sale of an idea? Is your selling creative selling? If so, that creative selling demands preparation. Is your idea organized? Personally I am a firm believer in an organized sales presentation, an organized idea, for the reason that an organized idea is more apt to register because the idea will then be presented in proper sequence.

"An organized sales idea, first, naturally, should be sufficiently interesting to get attention. The second portion of an organized sales presentation should be the story itself; it should be a planned story, direct and human. Third, it should contain an automatic close, and fourth, it should have in it some human or motivating story illustrated by this particular experience.

"Assuming that your story is interesting, does the idea move the prospect to action? It is absolutely necessary that you personally get excited about your idea. If you do, the prospect may get excited and surprise you with a positive action. A placid idea seldom gets over to the prospect, whereas, the enthusiasm with which an idea is presented usually radiates and sets the prospect on fire and gets enthusiastic action.

"When we speak of enthusiasm of the agent I mean enthusiasm which is demonstrated by the directness of purpose and by a heartfelt understanding and belief in your business and that life insurance is the greatest business in the world."

## Insurance Commissioner's Rights in Kansas Upheld

The United States Supreme Court this week refused to consider the validity of Kansas laws vesting in the insurance commissioner the exclusive jurisdiction to inquire into the management of life companies and supervise them. The attitude of the court was shown in refusing to review a decision of the Kansas supreme court, dismissing an action brought by a few stockholders of the Federal Reserve Life of Kansas City against the company and certain officers and directors, alleging that through the fraudulent mismanagement of its affairs the entire capital, surplus and reserves had become impaired. The Kansas supreme court held that under the statutes any investigation of a life company should be made by the insurance commissioner and the court had no jurisdiction to afford relief of the nature sought.

### Coke S. Wright Honored

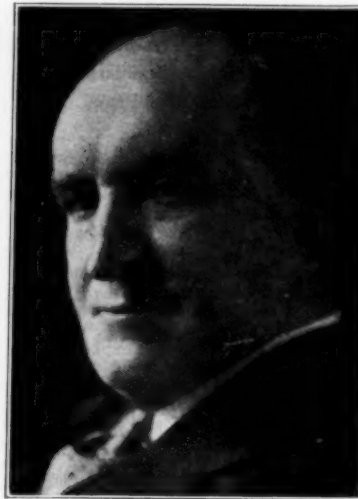
Over 300 agents of the Acacia Mutual Life wrote \$6,410,000 to honor Coke S. Wright, manager at Birmingham, Ala., during April. "Match Coke's 20 Years with \$20,000" was the slogan which told the reason for the testimony. April marked Mr. Wright's twentieth year with Acacia.

Each agent was given a strip of ten postcards which were to be sent to Mr. Wright in Birmingham as fast as applications were written. These cards came in every mail throughout April.

### Guide Book for New Agents

Extensive plans begun over four years ago culminated successfully when the Life Insurance Sales Research Bureau sent to its members the first copies of its "Guidebook to Early Production." As the title suggests, this sales training course is designed primarily to help the new agent acquire the information and skill necessary to make sales early in his career.

## Jefferson Standard Man with Manhattan Life



W. T. O'DONOHUE

W. T. O'Donohue, who resigned from the Jefferson Standard Life recently, has been appointed director of agencies of the Manhattan Life. After graduating from Yale in 1910, Mr. O'Donohue joined the Jefferson Standard, serving later for a time in the actuarial department of the Travelers, returning to the Jefferson Standard, where he remained until his resignation a few weeks ago. At the time of his resignation he was vice-president and secretary of the Greensboro company.

## Pacific Mutual Experience Shows Trend of Times

A. G. Hann, actuary of the Pacific Mutual Life, in analyzing its new business so far this year, declares that single premium annuities for the first three months totaled \$800,000 or 5 percent of the total of this class for all last year. The income bond and deferred payment contracts are being sold in 50 percent greater amounts than last year. Mr. Hann declares that this record of the Pacific Mutual as well as other companies in a period of business uncertainty proves people are seeking security in investments. The average age of those buying regular annuities is 62 years. Mr. Hann said that in other regular insurance lines the present trend is toward life insurance with maximum protection.

## Arthur Hunter Gives Paper on Disability Claim Cost

Vice-President Arthur Hunter of the New York Life presented a paper on the rates of termination (through recovery and death) of disability claims, according to cause of disability before the meeting of the Actuarial Society of America this week. In it he gives the results of some pioneering work into the approximate cost to the company of disability claims under the principal causes, such as accident, heart disease, tuberculosis, neurasthenia, rheumatism and cancer. His researches, which are based on disability claims under policies with a face amount of nearly \$100,000,000, indicate that the cost to the company of insanity, tuberculosis, blindness, asthma and bronchitis is distinctly above the average; while that from accident, cancer and gastric ulcers is distinctly below the average. One of the unexpected features of his paper is that claims for disability benefits approved on account of heart trouble cost more than the average claim.

## Inter-Southern Is Reported Solvent

Surplus Declared Sufficient for Policyholders' Protection by Commissioner Allin

## SOUND FINANCIAL SETUP

Company's Statement Supported by Letter of Kentucky Official Being Filed As of Record

LOUISVILLE, KY., May 21.—Following completion of an examination started last fall of the Inter-Southern Life of this city, the company today releases a financial statement, along with a letter from Commissioner Bush W. Allin of Kentucky, stating that the examination made under direction of the committee on examinations of the National Convention of Insurance Commissioners, showed adequate surplus for protection of policyholders, and without objection of the company, would be filed at Frankfort as a public record June 1.

### Commissioners Taking Part

The examination was participated in by Commissioners Kidd of Indiana, Dulaney of Arkansas, Read of Oklahoma, Caldwell of Tennessee and Allin of Kentucky, and all signed it in Louisville over the week end.

Commissioner Allin agreed to permit the company to make public his letter and a brief of the financial set-up. This along with a letter of President C. G. Arnett of the company, was carried on the front page of the company's house organ, "The Islic" going out to policyholders today, and also was given to the press.

The financial statement, condensed from the examination report, it was explained, was as follows:

### ASSETS

Loans secured by first mortgages on real estate.....	\$ 2,013,220.36
Bonds and stocks.....	9,831,104.22
Cash in banks and in office.....	141,058.11
Real estate, including home office building.....	4,978,857.53
Loans to policyholders.....	4,537,354.82
Loans on collateral securities.....	63,543.23
Net premiums in course of collection.....	523,810.14
Interest and rents due and accrued.....	85,902.59
All other assets.....	13,392.32
Total assets.....	\$22,193,243.33

### LIABILITIES

Policyholders' reserves and funds covering value of all outstanding policies.....	\$19,010,124.74
Reserve for all other liabilities.....	825,525.03
Special reserve for investment fluctuation and general contingencies.....	575,028.01
Capital stock.....	1,032,555.55
Unassigned surplus.....	750,000.00
Surplus to protect policyholders.....	1,782,555.55

To balance assets.....\$22,193,243.33

Commissioner Allin's letter, dated May 19, and addressed to Mr. Arnett, was:

"I am sending you herewith copy of report of examination of the Inter-Southern Life Insurance Company, made under the direction of the committee on examinations of the National Convention of Insurance Commissioners and participated in by the states of Arkansas, Indiana, Oklahoma, Tennessee and Kentucky.

"This report shows that after providing for what the examiners consider a sufficient reserve for depreciation in the value of assets, your company has an

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## Lithgow General Manager of Manufacturers Life



J. H. LITHGOW

At the meeting of directors of the Manufacturers Life, M. Ross Gooderham was appointed vice-president and general counsel; George H. Cassels, who is a member of the legal firm of Blake, Lash, Anglin & Cassels, Toronto, was elected a member of the board to fill the vacancy caused by the death of E. R. C. Clarkson and J. H. Lithgow was appointed general manager and actuary to succeed the late J. B. McKechnie.

The new general manager commenced his insurance career with the Manufacturers Life, starting as a clerk in the actuarial department in July, 1908, following graduation from Trinity College School, Port Hope, Ontario. In March, 1919, Mr. Lithgow became assistant actuary. In January, 1924, he was promoted to actuary and in January, 1930, he was appointed assistant general manager and actuary. Mr. Lithgow is an associate of the Institute of Actuaries of Great Britain, of the American Institute of Actuaries and a Fellow of the Actuarial Society of America.

## Companies Take Part in Conservation Conference

NEW YORK, May 21.—The second annual conservation conference under the auspices of the Life Insurance Sales Research Bureau took place at the Hotel New Yorker here Wednesday. Representatives of nine companies outlined the methods used by their respective home offices. M. A. Linton, vice-president Provident Mutual, led a discussion of the replacement of heavily loaned business. All sessions were confidential.

## Commission Chosen to Codify Indiana Laws

As a commission to study Indiana insurance laws and make recommendations for recodification of the statutes affecting insurance, Governor Leslie has named the following: L. H. Wolff, retired assistant manager Aetna Fire's western department; R. A. Foster, of Foster & Messick, branch managers of the United States Fidelity & Guaranty at Indianapolis; E. O. Burget, president and general manager of the Peoples Life of Frankfort, Ind.; F. A. Tedford of the Mitchell Agency, Lafayette, Ind., president of the Indiana Association of Insurance Agents; Fred Cunningham, Martinsville, Ind.; I. W. Lemaux, president of Security Trust Company, Indianapolis, and Commissioner J. C. Kidd, who will be a member ex officio.

## How Dry Law Aggravated Inspector's Chore Is Told

REVIEW BY C. E. ANSTETT

Impossible to Get Accurate Information on City Man's Drinking, He Tells Medical Section

Prohibition has made it impossible for the inspector to get accurate information about the drinking habits of applicants for life insurance from the large cities, C. E. Anstett, head of the New York Life's inspection department, declared in the course of his address before the medical section of the American Life Convention in Washington.

"For years," Mr. Anstett observed, "we have tried to report how many drinks the applicant takes each day; what he drinks; how often he becomes intoxicated; and how recent was the last of such occurrences. Under present conditions I question the possibility of obtaining this information with any degree of accuracy in large cities. The opportunities for casual drinking in metropolitan areas are many times what they once were. Everyone who knows conditions is well aware of that. Add also the fact that such drinking is not done openly, and the difficulty to be encountered in obtaining real facts is quite apparent. My own opinion is, that inspection, particularly in large cities, generally under-reports this feature of a risk."

### May Lead Dual Life

In the city, Mr. Anstett pointed out, the applicant may lead more or less of a dual life, in his social activities, being addicted to "wild parties" and in the office, sober and industrious, or vice versa. In the small town and country districts it is different. A man, who takes an occasional drink, is apt to have the reputation of a heavy drinker and other minor delinquencies are a matter of public knowledge. Inspectors in the city look to two types of persons for information about the applicant—the logical informant and the key informant.

The logical informant, Mr. Anstett explained, is such a person as a secretary of a trade association, superintendent of an apartment house in which the applicant dwells, the corner druggist, people in the same or similar line of business. The key informant is the person who knows the applicant well, through association on the golf links, clubs or as a purely social acquaintance. It is often difficult to locate key informants and it is even more difficult to get them to give information, particularly of a critical nature. The inspector must be a salesman in this situation.

### What Inspector Seeks

The important points on which the inspector seeks information are first, whether the applicant is actually the man who took the physical examination; secondly, whether there has been any change in the applicant's general appearance over a period of time. Mr. Anstett pointed out that the medical examiner has no conception of how the applicant looked a few months before the examination, and has no previous standard for comparison. Also the inspector wants to know whether the applicant is of consistently unhealthy appearance. Examinations, Mr. Anstett pointed out, are often made under adverse conditions, particular as to lighting and sometimes examiners are unable to get the right impression of the applicant.

The question of age is not so important these days, except where disability is carried. Provision has been made in most policy forms for adjustment of amount payable in event of misstatement of age, but there is not the opportunity to verify age when a claim for disability is presented. The insured is alive and no one is going to correct the insurance company record if the insured can prevent it.



Nylic Agents paid for \$900,897,700 of new insurance in 1930. Of this total 97.1 per cent was on Life and Endowment forms; only 2.9 per cent was Term insurance. These ratios, particularly in the present economic situation, demonstrate that Nylic Agents are successfully trained to sell the more substantial forms of insurance.

## NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, Madison Square

New York, N. Y.

# A Great Mid-Western Institution

*Dedicated to unsurpassed  
service in everything per-  
taining to the business  
of Life Insurance*

## OFFERS

- Policies for men, women and children.
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- Policyholders' Savings Department.
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RADIO STATION KFBI  
1050 KILOCYCLES

## The Farmers & Bankers Life Insurance Company

WICHITA, KANSAS

*"Policies That Protect"*

## Important Data on Aviation Given

(CONTINUED FROM PAGE 3)

costly to overlook is the fact that a given policyholder has a tendency to become increasingly air-minded, so that his present activities are not an accurate guide as to what he may be doing in the future in aviation.

As was found to be the case in 1929, 400 hours piloting experience seemed to be the dividing line between the high-mortality pilots and those with the best records. After 400 hours there seemed to be no perceptible increase in safety due to greater experience. It was found that the number of hours of piloting, except for those with less than 100 hours in the air, had more to do with safety as a pilot than did the exact grade of license held.

### Business Planes Good

The survey also showed that planes owned by corporations such as oil companies and used for business had about the same experience as transport lines. Glider flying, which has been gaining in popularity has proved to be no safer than any other form of piloting.

The army and navy have averaged much better death rates from aviation than transport pilots. Transport pilots with more than 400 hours averaged about 24 deaths per 1,000, while the army figures for 1930 were 13 and for the navy 16, both representing improvements over 1929.

Mr. Bassford warned against over-optimism in insuring such risks, however, as they are subject to active duty and also are apt to take up civilian flying if they leave the service. Marine corps experience has been bad, about 47 per 1,000, due to some extent to the amount of active service required. Reserve pilots may be insured at a \$10 to \$15 extra rating unless they belong to the group of actual student pilots, in which the rating should run around \$56 per 1,000. National guard experience has not been unfavorable.

### Transport Head Speaks

Col. Paul Henderson, president National Air Transport, said that the greatest opportunity for progress in air transportation will be through continued improvement in management, which will pick the right men for pilots, give them the cooperation they need on the ground, see to the best possible maintenance of ships and airways and reduce the accident hazard to the minimum.

The government has heretofore confined itself to licensing pilots but is now beginning to concern itself with the pilots and their habits, as it has been found that the latter have a direct bearing on the safety of the planes these men fly, Mr. Henderson said.

President A. D. Riley of the Home Office Underwriters Association announced a committee of ten which he appointed at the request of the occupational hazards group to carry on the work of the latter, who have had no formal organization. The new committee will choose its own chairman.

The morning session of the occupational hazards group was addressed by Vice-president W. H. Dallas of the Aetna Life, that company being host to the group. Papers were presented on coal mining, pencil manufacturing, guano and tetraethyl lead. The session on the following days was devoted to occupational hazards of stevedores, workers in the cement industry, oxygen and liquid air and cellophane manufacturing.

The second day's session of the home office group was featured by an "underwriting clinic" in which cases (with names and places altered) were brought up for discussion as to amount of insurance that should be granted. Papers were presented by Vice-president J. M. Laird, Connecticut General; F. I. McGraw, assistant secretary Bankers Life of Iowa, and J. W. Knox, president First National Bank, Hartford.

## Sidetracking of M. D.'s Hit by Piper

(CONTINUED FROM PAGE 3)

addition to some of the most distinguished members of the section.

This was the 21st meeting of the section and several speakers referred to the fact that it is now celebrating the reaching of its majority. In that connection it was of particular interest that W. D. Mitchell, attorney general of the United States and an old-time friend of Dr. Piper, should give the address of welcome, in view of the fact that, when general counsel of the Minnesota Mutual Life, he drew up the articles of association for the first organization among medical men of the mid-western companies, which developed into the present medical section.

Col. C. B. Robbins of the Cedar Rapids Life, president of the American Life Convention, in extending greetings from the parent organization, paid high tribute to the work of the medical departments. Dr. R. L. Rowley, Phoenix Mutual Life, in bringing greetings from the Association of Life Insurance Medical Directors of which he is president, reviewed the progress of medical underwriting in recent years, particularly in regard to the use of group instead of individual experience.

### Peptic Ulcer Summary

Dr. Morgan summarized the experience of various clinics and experts in the diagnosis, treatment and after-effects of peptic ulcers, stressing one statement as of particular importance from the insurance standpoint, to the effect that the man who has had no recurrence of symptoms of that trouble for five years after treatment for it is as good a risk as the general run of prospects.

Dr. Bauer's discussion of the hazards of aviation, taken up largely from the insurance standpoint, was of especial interest because of the fact that the aviation committee of the American Life Convention has recently issued its preliminary report on that subject and particularly so because his recommendation of a central bureau or clearing house for aviation information coincided with that made by the committee, as was pointed out by Dr. L. G. Sykes, Connecticut General, and Floyd S. Prothero of the Travelers, two members of the committee, who discussed Dr. Bauer's address. Dr. Sykes stressed the assistance given to the committee by Mr. Prothero, who is an aviator of long experience, and who flew to Washington from Miami, Fla., to attend this meeting. Both of them laid particular emphasis on the necessity for the consideration of the human element in aviation and of treating each risk as a special problem.

In accordance with the usual custom, Dr. L. G. Sykes, Connecticut General, who has served as vice-chairman the past year, was the logical selection for chairman to succeed Dr. Piper, Dr. H. W. Dingman, Continental Assurance, becoming vice-chairman, with Dr. Neal, this year's program chairman, next in line for advancement.

### To Investigate Costs

NEW YORK, May 21.—W. A. Robinson, Ohio, chairman blanks committee of the National Convention of Insurance Commissioners, has appointed a committee of actuaries to inquire into the acquisition costs of legal reserve life insurance companies. They will make a report at the meeting next year. The personnel is: B. E. Shepherd, New Jersey; R. O. Hooker, Connecticut; H. C. Walton, Indiana, and J. E. Reault, Michigan.

### Evarts-Tremaine-Flicker Co.

The Evarts-Tremaine-Flicker Company at Cleveland who have represented the Fidelity Mutual for 20 years have taken a general agency for the Bankers Reserve Life.



## NEWS OF THE COMPANIES

### Old Republic in Merger Plan

**Chicago Company and Bankers Credit Life, Birmingham, to Consolidate With Rapport President**

A meeting of stockholders of the Old Republic Life of Chicago and the Bankers Credit Life of Birmingham, Ala., has been called in Chicago for June 8 to endorse the consolidation of the two companies under the title, Old Republic Credit Life. A majority of the stockholders of each company individually have approved the merger.

The consolidated company would have capital \$200,000 and surplus \$300,000. There would be about \$16,000,000 of insurance in force.

#### Rapport Would Be President

It is proposed that Ben I. Rapport, president of the Bankers Credit Life, be made president of the Old Republic Credit Life. The secretary would be N. A. Nelson, who is now secretary of the Old Republic, and treasurer would be C. J. Driever, who is now treasurer of the Old Republic. The vice-presidents would be C. W. Howe, now president of the Old Republic; G. R. Harsh, now vice-president of the Bankers Credit; and N. A. Nelson, Sr., now vice-president of the Old Republic.

According to present plans, the home office of the consolidated company would be at Chicago and Mr. Rapport's headquarters would be in that city.

Much of the business of the Bankers Credit Life consists of term insurance covering ten month decreasing loans of small amounts. The insurance is made to the loan company to insure the loan being paid off in the event of the death of the borrower. Any balance goes to the family of the borrower. The system is known as the Rapport plan and it is stated that Mr. Rapport has contracts with 52 banks throughout the south to issue this credit insurance.

M. J. Spiegel, chairman of the board of the Old Republic, would continue as chairman of the board of the Old Republic Credit Life. A majority of the 15 directors would be Illinois residents and the rest would be the present directors of the Bankers Credit.

The Bankers Credit was organized in 1927 and in 1928 it began writing regular ordinary business.

The Old Republic was formed as the Twentieth Century Life in 1926 by a reorganization of the Garfield Casualty, which began business in 1923. Last year the company gained much attention by arranging with the Chicago "Herald & Examiner" to sell term insurance to readers of that paper.

The Bankers Credit had \$10,463,522 and the Old Republic \$4,113,581 insurance in force Dec. 31. The Bankers Credit paid for \$7,717,379 in 1930 and the Old Republic \$2,870,090.

### Takes Large Block of Bonds

MONTREAL, May 21.—The Sun Life was one of the first to take a large block of the 1931 conversion issue of Canadian government bonds, taking \$15,000,000. "A bond of the Dominion of Canada is more than secure, it is absolute," T. B. Macaulay, president of the company, commented. "In the entire world, it has no superior and but very few equals."

### Puts on Seven Million in Year

The United Pacific Life of Seattle, which started operations May 10, 1930, had \$7,000,000 of life insurance in force May 1 this year. H. O. Fishback, Jr., vice-president and secretary, announced at a two-day agency meeting commemorating its first anniversary. Applied-for business totaled \$8,700,000, and issued business exceeded \$8,000,000.

### Uses Legal Reserve Basis

**Young Men's Mutual Life of Cincinnati Deposits \$100,000 Securities with Ohio Department**

The Young Men's Mutual Life Association of Cincinnati which was organized in 1878 is depositing \$100,000 in securities with the Ohio department at Columbus, and beginning June 1 will operate as a legal reserve life company. The officers are well known in Cincinnati. J. M. Hutton is president and W. E. Fox, secretary. Other officers are G. M. Abbott, vice-president; C. J. Ziegler, treasurer, and John C. Kunz, medical director. The company plans to become more aggressive in the building of business. The company now has over \$1,300,000 of insurance in force.

### McLain Month Is Successful

**Amateur and Professional "Golf Tournaments" Serve to Encourage Production in Guardian Life**

Numerous outstanding records were achieved by Guardian Life field men in April, which was "McLain Month" in honor of Vice-president J. A. McLain. There was a "golf tournament" with all Guardian producers entered in an "amateur championship" round and the managers participating in a "professional championship." The three lowest scoring "amateurs" will make up a foursome with Vice-president McLain in a golf tournament at the Greenbrier in White Sulphur Springs, W. Va., where the Guardian will hold its fieldmen's convention July 14-16. They are R. A. Trubey, Fargo; A. L. Beck, Buffalo, and W. A. Farrell, Fargo.

Mr. Trubey wrote 57 applications in April, Mr. Beck 37, and Mr. Farrell, 38, Beck's greater volume netting him a lower score for the round. Ninety-two producers wrote eight or more applications. The "professionals" scoring was based on an agency's percentage of quota. First place was won by Manager F. A. McDevitt of Omaha with more than double his quota and a score of 65, seven strokes under par for the "course." McLain month's production exceeded by 26 percent in volume and 31 percent in number of applications, the best previous month this year.

### American Central New Home Building Now Completed

The new home office building of the American Central Life in Indianapolis was thrown open to the families of employees last Sunday afternoon and a large number of visitors were conducted through the building. The visitors were impressed not only with the architectural beauty of the building and its appointments but with the carefully planned equipment for handling business efficiently and with the least possible lost motion. The beautiful auditorium and its stage, and the cafeteria for employees, with its up-to-date kitchen were also highly praised. On May 29 an agents' convention will be held and the building formally opened. A suitable program is being prepared, which will include attendance at the Indianapolis 500-mile race at the Speedway on May 30.

### Progressive Life Licensed

The Progressive Life, recently organized in Atlanta, has been licensed in Georgia and will begin operations on June 1, specializing in industrial life, health and accident.

Oscar Venable, for many years ac-

# Waiting for the Stork



Life Publishing Company has graciously permitted this reproduction of William Balfour Ker's "The Hurry Call," first printed in LIFE, December 3rd, 1904.

THE nation paid a special honor to its mothers on May tenth. Presents and tokens of family love made Mother's Day memorable all over the country.

But while more than 2,000,000 women passed safely through childbirth last year, 16,000 died. More than 10,000 of these women might have been saved if they had received proper prenatal and maternity care and skillful assistance. What was not done for them, however, can be done for prospective mothers.

The one way and the only way that a woman can escape some of the hazards of motherhood is to consult a doctor skilled in maternity cases immediately after she receives her first message from the stork, promising a most precious gift.

Or if, for financial reasons, she is unable to consult a physician, she will probably find in most progressive communities a Maternity Center where she will be given expert guidance. She may be told that she should have a change of diet, or should take more rest. She may require immediate medical or surgical care.

Her doctor or the Center will explain the laws of nature which she must obey to avoid needless suffering—perhaps tragedy. And she will be given instructions for safeguarding her baby as well as herself.

Every woman who is to become a mother should have an early physical examination, including a blood pressure test and other tests invariably given in the great institutions which are teaching the world how to avoid dangers formerly considered inevitable. These institutions have proved that modern scientific attention will reduce the deathrate among mothers more than two-thirds.

The mother-to-be should remain under her doctor's care, or under the guidance of the Maternity Center, until the stork has kept his promise and this happy message can be sent out—"Mother and child are doing well."

The Metropolitan Life Insurance Company will gladly mail free, "Information for Expectant Mothers," and a booklet describing the work done at a well-conducted Maternity Center. Ask for Booklets 5-NU-31.

## METROPOLITAN LIFE INSURANCE COMPANY

FREDERICK H. ECKER, PRESIDENT ONE MADISON AVE., NEW YORK, N.Y.

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# LOW LAPSE RATIO

FOR the year 1930 the Bankers Life of Nebraska's lapse and surrender to mean insurance was 5.31%. This is unusually low considering the era of depression.

This low lapse ratio should indicate to the man who is looking for an agency connection that Bankers Life policyholders are satisfied policyholders — that the Bankers Life agency force is well trained and that the Bankers Life has an efficient Home Office Conservation Department to supplement the work of the man in the field.

After all the lapse ratio is a pretty good index of the standing of the company as a whole. It shows that the plan of the Company in training new agents in our Home Office School, in providing aggressive Home Office co-operation and in giving our general agents generous territory is a successful one.

If you are interested in a General agency in Iowa, Illinois, Missouri, Pennsylvania or Ohio, write

A. B. Olson, Manager of Agencies

## BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Founded in 1887

Home Office - Lincoln, Nebraska

tively identified with fire and casualty business in Atlanta, is the president. He will continue to operate his local agency there. J. O. Huey, formerly with the Bankers Life at Macon, Ga., is superintendent of agencies. C. A. Kitchens is vice-president; J. H. Byrley, for many years with one of the old line life companies, active vice-president; T. L. Stokes, local banker, secretary-treasurer; Dr. H. C. Miller, medical director, and G. L. Bell, general counsel.

### Mrs. Lawler Given Control

Mrs. Florence H. Lawler, widow of J. N. Lawler, former president and principal owner of the Union Life of Richmond, is entitled to full ownership and control of the company's stock which he owned and left her, according to a ruling of Judge Moncure of the chancery court.

The stock in question, consisting of 220 shares and valued at \$300,000, comprised practically the entire estate. It is understood that a group of Richmond business men and capitalists have been making inquiries about the company with a view possibly of buying a controlling interest in it and retaining Col. Joseph Button, the present head, as president. There are only 30 other shares outstanding.

### Club Presidents Named

R. A. Brown of Los Angeles, won the presidency of the Pacific Mutual Life's Big Tree Club in the one million division. The presidents of the other divisions are: Three-quarters of a million, F. L. Hirsch, Dallas; half million, J. E. Capps, Norfolk, Va.; \$300,000, A. D. Wunner, Omaha; \$200,000, R. W. Oliver, Los Angeles, and \$100,000, H. L. Stewart, Wichita, Kan. The Big Tree Club now has 369 members, the largest number on record. The 54 who qualified in the \$300,000 division or higher are being given trips to the home office this summer or to the annual convention of the National Association of Life Underwriters in Pittsburgh.

### United Fidelity Life Figures

The United Fidelity Life of Dallas as of April 1 shows assets \$3,226,228, capital \$310,000, net surplus over capital and all liabilities \$77,132, insurance in force \$38,000,000. D. Easley Waggoner is vice-president and general manager.

### Wilson on Fidelity Board

G. H. Wilson, vice-president and general counsel Fidelity Mutual Life, has been elected a director succeeding the late F. X. Quinn. Mr. Wilson joined the Fidelity Mutual as general attorney in 1914, becoming general counsel in 1922 and vice-president and general counsel in 1929. Mr. Wilson at one time served as president of Union College, Kentucky, his alma mater, where he also taught Latin and Greek.

F. H. Sykes, vice-president and manager of agencies, was elected to membership on the executive committee of the Fidelity Mutual. He has been with the company for 34 years.

### Change to Legal Reserve Basis

The Order of Railway Conductors at its convention in Kansas City last week adopted a plan changing it from a fraternal to a legal reserve basis. The amendment is being submitted to the members for final approval.

### Launch New Alabama Company

The United Life & Casualty of Auburn, Ala., has been incorporated with \$5,000 capital. Officers are: William Hardie, president; C. A. Wynne, vice-president; M. L. Hardie, secretary, and F. A. Rogers, treasurer, all of Auburn.

### Examinations for Smaller Owners

The Life & Casualty of Nashville has reduced from \$10,000 to \$5,000 the amount of ordinary life insurance a policyholder must hold to entitle him to

### Buckner Tells Stories on Director Coolidge

Interesting sidelights on Calvin Coolidge, New York Life director, and his ability to ask disconcerting questions about costs, are given by President T. A. Buckner. Mr. Coolidge always wants to know "how much will it cost."

"We were having a board meeting not long ago," President Buckner told an interviewer, "and the matter came up as to whether we should not waive certain of our contracts requiring that our more elderly agents do a fixed amount of business in order to share the full benefit of their working contracts."

"A number of us felt we should relax the requirements somewhat. There was a pause, and then Mr. Coolidge said quietly, 'What would this cost us?'"

"Well, he had us stumped. We didn't have the exact figures on what the cost would be. We told him so, and he said, 'About how much?'"

"We just had to make a guess and let it go at that," President Buckner laughingly added. He revealed that Mr. Coolidge is very regular in his attendance at board meetings.

the physical examination given by the company through its life extension service. Agents are urged to solicit policyholders of less than \$5,000 to increase their insurance to the minimum requirement for the physical examination privilege.

### Wind Up Clayton Company

Circuit Judge Nolte at Clayton, Mo., appointed John Ossenfort, Clayton attorney, to act as receiver for the remaining assets of the Western States Life of Clayton, the principal assets of which were sold to the American Savings Life of Kansas City some months ago.

### American Bankers

The American Bankers of Chicago reported a 22 percent increase in business in April over April, 1930. The company shows a very wholesome gain the first four months in that the amount of business written is 47 percent over and above that written during the first four months of 1930.

### Licensed in Illinois

Two life companies have just been licensed in Illinois, they being the National Old Line of Little Rock, Ark., and the Great Southern Life of Houston, Tex.

### Life Company Notes

The Postal National Life has been licensed in New Jersey.

The Gibraltar Life & Accident of Denver, which has been writing health and accident business for a number of years, is issuing its first life insurance policies this month.

### Advertising Men's Meeting

The life group of the Insurance Advertising Conference met in New York City Thursday of this week. H. H. Putnam, John Hancock Mutual, is chairman. Some of the points brought up were advertising to attract an insurance-minded public; best methods of reducing lapses through general advertising or direct mail; newspaper advertising for agents, general magazine and newspaper advertising.

### Dividends Listed Wrong

The omission of three ciphers in a tabulation of disability experience of companies operating in New York, printed in the May 15 issue of THE NATIONAL UNDERWRITER resulted in an absurdity. The New York Life was credited with having paid only \$70,437 dividends last year, a figure which should have been \$70,437,000.

## Deny Rehearing in Shropshire Case

(CONTINUED FROM PAGE 5)

court proper, which overruled the motion for a rehearing and ordered judgment entered reversing the decisions of the district and the appellate courts, and allowing the Shropshires to recover \$2,030.

In this decision it was said the question of the use of the "acceleration clause," the payment of interest in advance from a part of the principal, and the matter of "usurious" interest were involved.

When the court refused the rehearing, the A. L. C. and a large number of farm loan bodies intervened with a view of having the court review its decision, since the case involved millions of dollars loaned on Texas real estate. The court, willing to hear full presentation of all questions and angles of the litigation, considered the plea of the new intervenors for a rehearing. It was this motion for a rehearing that was denied.

### Excerpts from Opinion

As the court described it, "the contract we have declared usurious is one which certainly undertakes to grant the creditor an option, contingent alone on the debtor's default to collect interest at a rate of 12 percent per annum for the first and second years of the loan, and at the rate of 24 percent per annum for the third year, which was the final year at the creditor's election."

In conclusion the opinion, which was written by Justice T. D. Greenwood, said: "The fact that the contract stipulates far more interest than the law allows on a contingency involving no risk of principal and lawful interest condemns the contract. Once you treat the accelerating clause as obligating the debtors to pay more than permissible conventional interest, instead of stipulating for a penalty, the invalidity of the contract is inevitable."

### Effect of Court Ruling

The maximum legal interest rate in Texas is 10 percent. The Shropshire loan called for 6 percent but provided that default of payment on any one installment would make the remainder become due immediately and gave the credit company authority to foreclose on that basis. Thus, by the "acceleration" the interest rate would go far beyond the legal rate. That is what happened in the Shropshire case. Shropshire sued to recover, charging usury. His contention was sustained.

Leading attorneys of the state are of the opinion that the decision just rendered will force a radical change in certain forms of instalment buying and financing in Texas. Practically all loans on farm, ranch, home or business property in Texas contain clauses similar to those in the Shropshire contract. Those forms have been used in the state for years.

Not only are loans on farms and other real property based upon such contracts, but even sales of automobiles, furniture, radios and most everything sold on the instalment plan are on contracts similar to those on which Shropshire obtained his loan. They provide for the entire series of notes falling due when one is defaulted. Of course the interest rates are figured in the body of the notes on automobiles, etc., but the objectionable clause is there none the less.

### Companies Are Threatened

The most sinister threat in the situation now is suits which may develop against life insurance companies with many millions of dollars loaned on farms and other real property in Texas.

The debtors in case where the contract for loan was similar to that in the Shropshire case could sue the creditor company, charging usury. With the Shropshire decision as a precedent, not only declaring the loan usurious, but awarding the debtors twice the amount they had paid in, it might be that life

insurance companies could be materially weakened financially through loans on Texas property.

Most attorneys in Texas think, however, such action would not be taken. They are of the opinion that an immediate change in the contract forms for loans to comply with the decision of the court will be needed.

## Super-Examination for Pilots Needed

(CONTINUED FROM PAGE 5)

company. The report of this examination should be studied not only by the home office, but by a specially selected physician familiar with aviation medicine as outlined.

"All this sounds rather complicated," he continued, "and no company will perhaps feel that it can afford the expense. Therefore, it is suggested that those companies interested should cooperate and collaborate in a central clearing house for aviation matters. All examinations for any of the companies involved should go to this central clearing house for an estimate of the aeronautic hazard."

## Alabama Bill Would Ban Contingent Endowments

MONTGOMERY, ALA., May 21.—The writing of contingent endowment contracts by life insurance companies and fraternal benefit societies, which was permitted by an act of the Alabama legislature of 1927, is prohibited in a bill introduced in the legislature this week at the request of Superintendent Greer.

The bill prohibits policies providing for the "establishment of its policyholders or members into divisions and classes for the purpose of providing for the payment of benefits from special funds created for such purpose to the oldest member of the division and class, or to the members of the division and class whose policy has been in force the longest period of time, upon the death of a member in such division and class." Mr. Greer said this class of insurance is indirectly a wagering contract; there is no insurable interest between the person collecting the money and the deceased, and it is contrary to public policy.

### Columbia Life Convention

The Columbia Life of Cincinnati is holding its annual agency convention in its home city this week. Dr. C. J. Rockwell will conduct the educational courses. A. J. Koepp, actuary of the Columbia, has been placed on the board of directors. Mr. Koepp is on the actuarial staff of the Union Central and also serves the Columbia as actuary.

### Walter's Men Had Meeting

N. J. Walter, district agent, the Northwestern Mutual Life, held a meeting of his agents at Vermillion, S. D. After a dinner a business meeting was held at which meeting the policy contract was the chief topic of discussion. Mr. Walter plans to hold a meeting of this kind in his district about once a month.

### Meet in St. Louis

The 1932 convention of the Central States Life Club, composed of agents who pay for at least \$150,000 of new business during 1931, will be held at the home office in St. Louis.

### Gordon Moves His Office

J. J. Gordon, manager, Home Life in New York, has moved his office from 110 William street to the new addition to the New Amsterdam building, William and John streets. Mr. Gordon has been adding to his agency force and now has 12 men under full time contract.



Trade Mark Reg. U. S. Pat. Off.

## SLOGANS

"We Shield Millions" is a rallying cry for Shield Men. This slogan known from the Atlantic to the Pacific and from the Gulf to the Great Lakes inspires National Life and Accident men to new accomplishments.

"We Shield Millions" has kept Shield Men producing year after year until today the National Life and Accident ranks among the fifty largest life companies in America in insurance in force.

"We Shield Millions" is a fighting slogan that enables Shield Men to succeed.

It pays to be a Shield Man.

*The* **NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INC.**  
NASHVILLE TENNESSEE  
*Tune in WSM*



## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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1015 Transportation Bldg., Tel. Randolph 3994  
J. A. PETERS, Resident Manager

DES MOINES OFFICE  
716 Fleming Bldg., Tel. 4-8712  
R. E. HEATH, Resident Manager

SOUTHEASTERN OFFICE—ATLANTA, GA.  
1517 First National Bank Building  
R. J. McGEHEAN, Resident Manager

PHILADELPHIA OFFICE  
412 Land Title Bldg., Tel. Rittenhouse 3654  
W. J. SMYTH, Resident Manager

NEW ENGLAND OFFICE—39 Summer St., Weymouth, Mass. J. M. DEMPSEY, Resident Manager  
Entered as Second-class Matter June 9, 1900, at Post Office at Chicago, Ill. Under Act, March 3, 1879

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## Member Audit Bureau of Circulations

### Need for Deliberate Action

WHILE these are perilous times in almost all activities and there is an air of apprehension to be noted at every turn, yet there is a firm faith found in the future of America. It is unfortunate that any business activity, section or city has to pass through an abnormal time of inflation. A boom is a bad thing for everybody. The crash always comes and it takes time to get readjusted, the water shaken out, the people back to work on a normal basis and re-acclimated.

The pendulum swung to one extreme in life insurance during the heyday and there is the danger that it may go to the other at this time. The panicky feeling has its bad effects. In periods of great production and profit men seem to lose their sense of balance. They worship at strange shrines. They take steps that would be frowned upon in normal days. When the reaction starts and the effects of the cataclysm are beginning to be very apparent, people start to run to cover and they may run too rapidly. A panic is just as dangerous to a business as a boom.

In life insurance, for example, many companies broke away from the old two-year incontestable clause and put in the one-year clause. The suicide factor was not a material one. During the last 18 months suicides have affected mortality materially. Many companies that made the change are now returning to the two-year period. That undoubtedly is a sensible procedure. There are logical

changes of a similar nature that should be made. No one would think of returning to the so-called "good old times" and become entirely old-fashioned. A life company must keep abreast with the demands of the day.

While the storm and stress period has had a woeful effect on the mental and physical resources of men who are undergoing a terrific ordeal, it does not mean that life insurance should be withheld where there is a legitimate need. For example, it is difficult to see how the maximum amount of insurance allowed could be based on a man's earnings for 1930 or for the first five months of 1931. We cannot go on the theory that this is a normal business era. There should be a check up on underwriting. There has not been a sufficient investigation of what might be called the psychological resources of the individual. When, however, fear governs a man's mental operations his vision will be obscured just as much as it was when he was being forced ahead with too great rapidity and it was taken for granted that all's well with the world and ever will be. We should say that today requires intelligence, wisdom, fortitude, patience and the very best kind of common sense. If a company official can reach that happy stage where regardless of the abnormal pull of the times he can stay in the middle of the road, he will always find himself in a secure position. Talk of a new era, either higher or lower, must be discounted.

### Worrying About Competitors

A GREAT many people worry about their competitors. They seem to be watching every move they make, anticipating many things that they do not do and conjuring up bogey men of all sorts. It is well, of course, to be alert and have knowledge of what competitors are doing. As a matter of fact if an agent attends to his own business in an intelligent way, carries on his affairs honestly

and wisely he does not have to fear competitors. Competitors always get in when another man is asleep at the switch. If the bars are down competitors will come into the pasture. Competition spurs men onward. As one writer puts it, "You are losing much more money by neglect than you are by competition." Most insurance is landed without competition.

## PERSONAL SIDE OF BUSINESS

Last week the Colonial Life of New Jersey settled its one hundred thousandth industrial claim. This brought the total disbursements in industrial claims to \$14,070,987. The Colonial Life was incorporated in 1897 and up to May 11 this year had issued 2,707,040 policies. The first policy was written by Judge E. J. Heppenheimer, now president; the second by C. F. Nettleship, vice-president. Policies one, two and three are still in force and were taken out on the lives of Judge Heppenheimer, Mr. Nettleship and Dr. John Nevin, medical director. These men have been identified with the Colonial since it started.

C. Vivian Anderson, representative of the Provident Mutual in Cincinnati, has been made chairman of the tax committee of the Cincinnati chamber of commerce. This committee will function to represent the chamber of commerce in the hearings to be held on the Ohio tax legislation which is now being considered by the legislature. Mr. Anderson was a member of the governor's taxation committee which considered the subject of taxation over the past 18 months.

J. G. Maher, president Old Line company of Nebraska, is back from three months spent in touring the principal countries of Europe with his wife and daughter. Economic conditions are bad in all of the countries visited, but Mr. Maher is of the belief that individual pessimism and political complications are the principal reason why progress towards recovery is difficult to discover.

W. O. MacGill, president of the Baltimore Life, died at his home in Baltimore following a paralytic stroke. He was 74 years old. In 1882 he joined the Baltimore Life, which was then a mutual company. He served as secretary until 1918 when he was elected president.

J. H. R. Acker is the new president of the Presbyterian Ministers Fund, taking the place left vacant by the death of Dr. Perry S. Allen, who served in that office for 35 years. Following Mr. Allen's death, Mr. Acker was elected acting president.

The new president was elected general counsel of the fund in 1925. He is president of the board of trustees of the Second Presbyterian church of Philadelphia and a member of important clubs in that city.

President S. F. Clabaugh of the Protective Life of Birmingham has been named Alabama chairman of the Atwater-Kent radio audition for 1931.

J. O. Mattison, Oklahoma City, general agent for the State Life of Indiana, has resigned as member of the state board of affairs, to which he was recently appointed by the governor. He has acted as vice-chairman of the board.

President R. S. Tierman of the American Savings Life of Kansas City, Mo., and his associate officers, will hold open house at their new home office building, 101 East Armour boulevard, between 10 a. m. and 10 p. m., Friday of this week. The building makes a very handsome appearance.

Walter LeMar Talbot, president Fidelity Mutual Life, has been named one of three voting trustees to hold for five years a majority of the common stock of the Philadelphia Rapid Transit Company. He is one of six new directors who will control the board and untangle the involved financial situation of traction affairs in Philadelphia.

For many years the dominance of Mitten management through an operating agreement with the P. R. T. Company has been the object of considera-

ble dissension. The situation has been complicated by the diverse interests of four distinct groups affected, the public, the city, the security holders and the employees. Various political angles have also constantly been in evidence. Charges of mismanagement and diversion of great sums of money have been voiced for a number of years.

Miss Anna M. Robbins, daughter of Col. C. B. Robbins of Cedar Rapids, Ia., president of the Cedar Rapids Life and president of the American Life Convention, was married Saturday evening in the First Presbyterian church of her city to T. C. Yarnall, III, of Chicago. Among the distinguished guests from many points were Governor Hunter of Iowa and Mrs. Hunter. The bride is a graduate of Vassar and Mr. Yarnall of the University of Illinois.

President T. I. Parkinson of the Equitable Life of New York attended and spoke at both the luncheon of some 400 agents and a dinner attended by 56 held in Chicago May 14, ending the "Par for Parkinson" campaign staged by the central department in April. Mr. Parkinson spoke of the business situation and discussed the Equitable's financial condition in a way that shed new light on the strength of the great company.

E. M. Whitbread of the Lawton-Byrne-Bruner Insurance Agency, St. Louis, will defend his title of St. Louis district amateur golf champion on June 1 at the annual tournament.

H. L. Delatour, secretary of the Brooklyn National Life since its organization in 1925, has been elected a director. Other directors were re-elected. President W. R. Bayes announced that the company had done more business the first quarter of 1931 than in the last six months of 1930, with a greater gain in assets than in any quarter in its history.

R. L. Gregory, president of the Postal Life & Casualty of Kansas City, is quite an aviation enthusiast, and is expecting the delivery this week of a Waco model F-2, 165-horsepower.

Commissioner Smith of New Jersey was tendered a testimonial dinner last week in Newark by the department examiners. Deputy Commissioner A. Gough and Chief Examiner W. B. Wiegand were speakers. Commissioner Smith has gone on a Mediterranean cruise.

Two Atlanta families well known in insurance circles were singled out for extortion attempts last week. A letter to Mrs. H. M. Willet, whose husband has been with the Penn Mutual Life in Georgia for a quarter of a century or more, demanded the delivery of \$2,500 with a penalty, in case of disobedience, of death to Mr. Willet or other members of the family. The suggestion as to who might be victims unless the money was forthcoming included two of Mrs. Willet's grandchildren, Ann Dargan, 14, and George Dargan, 11. They are the daughter and son of Milton Dargan, Jr., vice-president of the Dargan, Venable & Whittington agency.

The letters were sent by E. W. Knox of Chicago. Within four days after the letter was sent to Mrs. Willet, Knox had been apprehended and 24 hours later he pleaded guilty to an indictment for blackmail and was on the road to the penitentiary for a five-year stay.

Because of the sudden death of J. P. Bowman, with whom he was to have sailed for Europe from New York the following day, G. S. Van Schaick, New



**Announcing  
a  
New  
FINANCIAL  
ADJUSTMENT  
POLICY**



**Renewable and Convertible to age 60**

**PHOENIX MUTUAL LIFE INSURANCE COMPANY  
OF HARTFORD, CONNECTICUT**

“ “ “ “ IN  
ANTICIPATION  
OF TODAY'S  
NEEDS AND  
TOMORROW'S  
PROSPERITY

**T**his new policy has been especially designed to meet the urgent needs of business men during the present period of financial stress.

Through its low premiums it, enables them to secure maximum protection for a minimum deposit, to hedge immediately upon market losses, estate depreciation, or outstanding obligations.

Through its flexible provisions, it also enables them to anticipate the return of prosperity. They can lay the foundations of larger insurance estates at once and later, at their convenience and discretion, they can build the permanent structures.

This new policy has already been approved by a majority of the States and is now available to clients of our own men or of those who hold Phoenix Mutual surplus line contracts.

Annuities

Insurance

# AMERICAN CENTRAL LIFE

INSURANCE COMPANY

INDIANAPOLIS

Old Line Legal Reserve  
Established 1899

HERBERT M. WOOLLEN, President

Guaranteed  
BenefitsGuaranteed  
Low Cost

## The Magic of Courage

Here is a General Agency that had a heavy year in 1930 for 1931 to compete with. Rural territory. Existence of depression was conceded. Should they utter the general moan, and permit conditions, magnified by pessimism, to thrust them aside, or should they face the situation with chins up? "Chins up!" became their motto at the beginning of the year. Closer prospecting, to confine activity to men who can pay, was insisted on, it being dispiritingly futile to spend time, energy, and courage on temporary bankrupts. Also, under penalty, the word "depression" was made taboo in the office of the General Agency and in its branch offices, to prevent hypochondriac contagion. And then—

Contests, convincingly sold, and closely supervised, sharpened by enthusiasm meetings and frequent status bulletins, are adding the strong urge of pride to the normal impulse of industry. The General Agent himself, ceaselessly visiting his outposts, stimulates with magnetic inspiration all of his associates.

The result has been that in March the Agency's gain over the previous March was 52%, April's over the previous April was 72%, and May is swinging along with triumphant strides. The sun shines brightly in and on this aggressive organization.

WM. A. LAW, President

THE PENN MUTUAL LIFE INSURANCE CO.  
PHILADELPHIA

Founded 1847

Independence Square

York superintendent of insurance, cancelled the steamship reservations and all thought of a foreign trip at this time. Mr. Bowman, with whom Mr. Van Schaick had been associated in law practice in Rochester since 1911, was a prominent attorney of that city. He suffered a nervous breakdown some months ago, and the sea voyage was suggested to him by Mr. Van Schaick.

Dr. G. E. Decker, president Register Life of Davenport, is being honored by his agents during May. Not only does "Decker Month" signify Dr. Decker's birth month, but this year marks Dr.

Decker's 25th anniversary with the company.

Jacques Fournier, former big league baseball player and a member of the St. Louis branch of the Continental Life of Missouri, has moved to Los Angeles, where he will be affiliated with the Carl M. Miller agency of the Continental.

The State Mutual Life agency in Cincinnati celebrated its 85th birthday May 15. Earl Sycks is general agent at the present time. The first general agent was Eli P. Norton, appointed in 1846.

## LIFE AGENCY CHANGES

### McMillen Goes to New York

J. I. D. Bristol Retires as Northwestern Mutual Life General Agent There After 48 Years' Service

J. I. D. Bristol, for 48 years general agent of the Northwestern Mutual Life in New York City, will retire June 27, and the Northwestern has established a New York metropolitan area, under the general agencies of W. F. Atkinson of Brooklyn, Gooding & Rowley of Newark, Recht & Kutcher of New York City and Clifford L. McMillen, now of the home office general agency at Milwaukee. Recht & Kutcher and Mr. McMillen will maintain general agency offices in New York City, while the offices of Mr. Atkinson and Gooding & Rowley will continue as now in Brooklyn and Newark respectively.

Recht & Kutcher have been in partnership under Mr. Bristol since 1926. The Recht agency for years has averaged better than \$4,000,000 a year for the Northwestern Mutual alone.

#### Mr. McMillen's Career

Mr. McMillen entered life insurance as a field organizer for the Northwestern in Madison, Wis., and after about two years became a member of the firm of Shakshesky & McMillen, general agents at Madison. When Col. H. S. Fuller retired as general agent in Milwaukee in 1919, Mr. McMillen, just back from war service abroad, was appointed his successor. He has served as president of the General Agents Association and of the Association of Agents. His successor in the home office general agency has not been chosen.

The retirement of Mr. Bristol takes out of the field of intensive activity one of the best-known life insurance experts in the country. He is a western man, a native of Michigan, and entered the business 61 years ago. Mr. Bristol became interested in life insurance in 1868, and within two years was appointed superintendent of western agencies for a large eastern company, his field covering 13 states and territories. Life insurance literature was a specialty with him, and he is the author of more than 100 copyrighted publications. In 1874 he was appointed Wisconsin state agent of the Connecticut Mutual Life, and in 1880 became special western agent of the Northwestern Mutual Life. He became New York City general agent in 1883.

#### T. P. Rogers, F. W. Darling

T. P. Rogers, for 19 years Bankers Life of Iowa agency manager in Cedar Rapids, has retired. F. W. Darling, who has been associated with Mr. Rogers for four years will succeed him.

#### R. B. Owens

R. B. Owens of High Point, N. C., has been appointed supervisor of agencies of the Occidental Life of Raleigh in the Piedmont territory. He is a graduate of Virginia Military Institute. He started with the Occidental in 1927 as general agent at Statesville.

### Now New Yorker



CLIFFORD L. McMILLEN  
New Northwestern Mutual Life New  
York City General Agent

### Goes With Fidelity Mutual

J. Carter Witt Becomes General Agent With Headquarters at Nashville—Well Known as Organizer

J. Carter Witt, a well known figure in the south and southwest, has taken a general agency for the Fidelity Mutual Life in Nashville, with offices in the Cotton States building. He will manage the middle and eastern territory of the state, operating in Stewart, Houston, Humphreys, Ferrin and Hardin counties.

Recently he was chosen agency vice-president of the American National of Galveston following wide experience in life insurance and business management which extended through the southwestern states to Oklahoma where he at one time did sterling field work for the Southwestern Bell Telephone.

He was supervisor of agencies for the Missouri State Life in charge of all territory east of the Mississippi, having organized and developed one of the largest agencies in the middle west for that company.

### Opens Home Office Agency

Bankers Life of Iowa Appoints Manager at Des Moines and One at Cedar Rapids

Establishment of a home office agency in Des Moines is announced by the Bankers Life of that city following the retirement of C. H. Rosenbaum, who has served as agency manager in Des Moines since 1916. The agency will be



directed by the agency department with M. E. Lewis, formerly a regional supervisor, in charge, with the title of supervisor. Mr. Rosenbaum is retiring to devote his time to personal affairs. He joined the Bankers Life as a salesman in the Chicago agency in 1914, and moved to Des Moines to take charge of that agency two years later.

Mr. Lewis is a native of Iowa and has spent most of his life in Des Moines. He started selling life insurance in Mr. Rosenbaum's agency in 1924, and in 1930 was appointed a regional supervisor. He has been operating in the eastern part of the country.

After more than a quarter of a century as a representative of the Bankers Life, 19 years of which have been as agency manager at Cedar Rapids, Ia., T. P. Rogers is retiring. His first contract as a salesman was signed May 4, 1905. He was located at Boone, Ia., until 1912 when he went to Cedar Rapids as agency manager. Four years ago he took as partner F. W. Darling, who will continue as agency manager.

#### Guy Sickler

The Liberty Life of Kansas has established a district agency in Wichita, Kan., in charge of Guy Sickler of Topeka, who has been connected with the Equitable Life of New York.

#### Pilot Life Appointments

The Pilot Life of Greensboro, N. C., announces the following general agency appointments: Mrs. Thelma B. Sellers, Fort Worth, Tex.; C. G. White, Lafayette, Ala.; A. L. Cooke and A. E. Russ, Monroe, La.; E. R. Massie, Clifton Forge, Va.; A. R. Harper, Gainesville, Fla.; H. J. Green, Jr., Daytona Beach, Fla.

#### K. C. Snyder

A report that the Detroit Life's office quartered with Joyce & Co., Chicago, will move to the Insurance Exchange under K. C. Snyder as manager was incorrect. Mr. Snyder is opening a new branch office for the Detroit Life in A-617 Insurance Exchange, and the life department in Joyce & Co. will not be disturbed. Mr. Snyder has had many years' life insurance experience, most recently as Chicago manager Atlantic Life.

#### Thomas Stamp

Thomas Stamp, formerly general agent for the Volunteer State Life in Oklahoma, has resigned to join the Homer Jamison agency of the Equitable Life of New York.

#### G. E. McGlasson

G. E. McGlasson has been appointed agency supervisor of the West Virginia agency of the Mutual Benefit Life, with headquarters in Wheeling. He has had more than 20 years' life insurance experience.

#### M. A. Goldstein

M. A. Goldstein, who has been manager of the Manufacturers Life in Chicago, has been appointed general agent of the Midland Mutual Life with offices in the One LaSalle Street building. Mr. Goldstein is a brother of Joseph Goldstein of Goldberg & Goldstein, general agents Midland Mutual Life of Philadelphia.

#### W. J. Doherty, E. R. Blackwood

W. J. Doherty, who has been manager of the Lakeview district at Chicago for the Metropolitan, has been transferred to Decatur, Ill., as district manager. E. R. Blackwood, whom he succeeded, has been transferred to Chicago in charge of Lakeview district. In 1925, when Mr. Doherty was manager of the Granite City district, that group was leader in the state and Mr. Doherty wrote \$750,000 that year.

## EASTERN STATES ACTIVITIES

### Underwriters Group Meets

**Statistician Pitler of Mutual Life, New York, Gives Interesting Talk on Research Work**

Since apparently the basic step in underwriting is the collection of information, the underwriters' library is a very important adjunct, Morris Pitler, statistician Mutual Life of New York, stated at the meeting of the Home Office Life Underwriters Association in Hartford, May 19. However, he pointed out that situations sometimes arise which are not covered by the tabulated data in the library, such as aviation hazard. The underwriters, Mr. Pitler said, cannot wait for experience to accumulate, meanwhile ruling out the risks. There never will be experience if the risks are not underwritten.

He said in regard to the air risks underwriters had to exercise what has been referred to as "prophetic courage." However, the underwriter can be immeasurably aided by collection of all possible information in advance, and in the case of aviation much information was assembled, digested and filed away against future need.

Mr. Pitler said every year some 2,000 publications are received by the Mutual Life. The research section has five people. He emphasized that the underwriters' library should be more than that; it should be organized for research work, since the end purpose is not collection of information but its application to underwriting needs.

### Boston Trust Council Meets

The annual meeting of the Boston Life Insurance Trust Council was held May 19. F. W. Ganse spoke on the "Problems of the Field Man" and F. A. Carroll, trust officer of the National Shawmut Bank, on "Life Insurance Trusts."

### Two Honors in One Month

O. S. Osborne of the W. L. Boyce agency of the Equitable Life of New York in Syracuse has the honor of having been promoted twice in one month. In April he was made field assistant and in May was appointed district manager. He became connected with the Boyce agency a little over a year ago. He qualified last year for the Quarter Million Dollar Club.

### Honor Matthew Tighe

A number of home office officials of the Eureka-Maryland attended a testimonial banquet in honor of Matthew Tighe, Bethlehem, Pa., agent. President J. W. Warfield commended Mr. Tighe's work. S. C. Hartmann, state superintendent, was toastmaster.

## CENTRAL WESTERN STATES

### Freudenthal New President

**Connecticut General Man Is Named Head of the Peoria Managers' Association**

C. W. Freudenthal, general agent for the Connecticut General Life, has been elected president of the Peoria Life Insurance Managers Association to succeed L. O. Schriver, general agent Aetna. Vice-president is R. R. Sharp, Pacific Mutual; secretary, Stafford Orwig, Home of New York.

The principal speaker at the annual meeting was C. C. Luce, Peoria manager for the Retail Credit Co. Secretary C. E. Thompson of the Peoria Association of Life Underwriters announced that his organization now has a paid membership of 214, placing it in

the class of such cities as St. Louis and Los Angeles.

### Benefit Association Growing

The American People's Mutual Benefit Life Association in Chicago, headed by President J. Minnec, which was licensed early last year and began to operate some time in July, this year has been writing considerable business. In March, April and May about \$1,100,000 has been placed on the books, the total in force now being \$1,700,000.

The benefit association operates only in Illinois, selling a straight life assessment policy for \$1,000 maximum. A flat rate of \$1.25 a month is charged for all ages and the association accepts between ages 10 to 34 for \$1,000 and also ages 1 to 5, \$200, and ages 6 to 9, \$500, at the same rate of \$1.25 a month. G. H. Bass is sales manager; T. A. Fierro, secretary, and A. N. Minnec, vice-president.

### Pension Bill Passed

LANSING, MICH., May 21.—The Michigan house has passed an old age pension law providing for a maximum pension of \$30 monthly to qualified indigent persons over the age of 70. A property exemption of \$3,500 is allowed. Payments during a pensioner's lifetime, however, are deductible from the estate after his death. The expense would be met by a special head tax of \$1 on all persons over the age of 21.

### Huebner Speaks in Columbus

Dr. S. S. Huebner of the University of Pennsylvania addressed the Columbus, O., chamber of commerce and insurance men in Columbus May 21 on "Life Insurance for the Business Man."

The New York Life's Chicago clearing house branch, Frederick Bruchholz, director, believes that the business that stays is the business that pays. It ranks first among the Chicago branches for the lowest lapse ratio on second year business during the first quarter.

Chartered Life Underwriter books sold by The National Underwriter.

## 1930 ANOTHER YEAR OF GAINS

for

## THE PROVIDENT

LIFE AND ACCIDENT  
INSURANCE COMPANY

of

Chattanooga, Tennessee

**22½% GAIN**

In Life Insurance in Force  
Total Now

**\$54,603,238.00**

Life Department 13 Years Old

**6% GAIN**

In Accident and Health  
Insurance Premiums  
Total For 1930

**\$4,539,685.00**

**10% GAIN**

In Assets

Assets Now

**\$5,560,459.67**

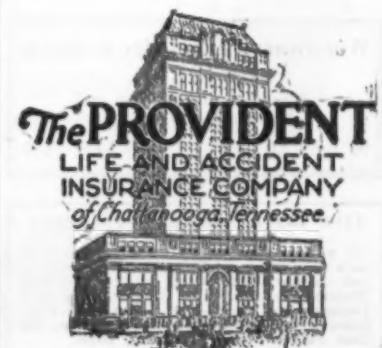
**\$1.40 Assets for Every \$1.00 of  
Liability**

Payments to Policyholders and  
Beneficiaries in 1930

**\$3,318,795.50**

Payments Since Organization

**\$18,854,736.42**



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of Chattanooga, Tennessee

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### LIFE INSURANCE AS A PROPERTY INVESTMENT

"It will revolutionize Life Insurance selling" says one Company President. Exclusively and completely developed only in the New Training Course, "The Essentials of Life Underwriting," by Abner Thorp, Jr. Published by The Diamond Life Bulletin, 428 East Fourth Street, Cincinnati, Ohio.

## IN THE MISSOURI VALLEY

### McCann to Give Life Service

#### Kansas City Adjuster Will Specialize in Fraudulent Claims in His New Department

J. E. McCann of the McCann Adjusting Company, Kansas City, Mo., announces the opening of a life department for the purpose of investigating death and disability claims. Mr. McCann has specialized in fraudulent claims of all types, particularly those against fire companies. He believes that his service will be useful to life companies located some distance from the field in which he operates. He says the service is not to compete with the present reporting agencies employed by the companies, but he expects to be called on when the reports from those agencies indicate a claim to be questionable.

### Provident Mutual Men Organize

At a sales conference in Des Moines Friday, Henry Hines of Mason City, was elected president of the newly formed Iowa Association of Provident Mutual Agents. Lloyd Lebar, Sioux City, was chosen vice-president, and Albert Huntley, Davenport, secretary-treasurer. More than 50 agents from Davenport, Sioux City and Des Moines were present. H. E. Brake of Sioux City presided.

### Ries Analyzes Insurance Uses

An interesting analysis of life insurance as an investment was given before the University Club of Davenport by H. F. Ries, assistant actuary Guaranty

Life of Davenport. Mr. Ries showed that life insurance is an advantageous investment for persons without capital, those with some money but large family responsibilities, persons of means, and partners or stockholders in a close corporation.

### Guardian Agents Gather

New life insurance methods were discussed at a two-day meeting of North Dakota and western Minnesota Guardian Life agents at Fargo. R. A. Trubey is state manager.

Frank Weidenborner, superintendent of agencies, was the principal speaker. Award for volume of business was made to L. E. Holland, Fargo, and for number of lives insured to W. A. Farrell, Fargo.

### Buckner at St. Louis

T. A. Buckner, president New York Life, was the outstanding visitor at the two-day district meeting of New York Life representatives in St. Louis last week. Some 400 agents from Missouri, southern Illinois, Oklahoma, Kansas, Colorado and New Mexico attended.

### Honor Des Moines Men

Several Des Moines insurance men have been recognized in the recent annual meeting and election of officers of the Grant Club there. Percy Potter, general agent Mutual Benefit Life, was elected president. William Bowles, general agent Phoenix Mutual, E. S. Kinney, former secretary National Life of Des Moines, and Earl Smith, educational director Equitable Life of Iowa, were all elected directors.

## Southern States Local News

### Unions Object to Group Bill

#### Labor Organizations Barred in Alabama Measure—Greer Says It Is Not an Oversight

MONTGOMERY, ALA., May 21.—All indications point to a fight over the bill that has been introduced in the Alabama senate at the request of Superintendent Greer, regulating and defining group life insurance. The bill bars labor unions and military units from obtaining group insurance.

#### Matthew Woll Protests

A telegram was received from Matthew Woll, Washington, D. C., vice-president American Federation of Labor, late last week by R. W. Storey, Montgomery, president Alabama State Federation of Labor, advising briefly of the inhibitions in the bill and stating that he would send a proposed amendment.

Superintendent Greer stated that the elimination of labor unions from the bill was no oversight, as it was so intended. He declared it to be right and just, insisting that if labor unions were permitted to have group insurance, then fraternal organizations and all other associations might as well be admitted. "The leading insurance companies of America will not write associations at all," said Mr. Greer.

### Boyd With Life of Virginia

MONTGOMERY, ALA., May 21.—J. A. Boyd, vice-president First National Life, has resigned to become southern Alabama manager of the Life of Virginia. J. W. Knight will be assistant manager. Mr. Boyd has opened offices in the Bell building, Montgomery. His duties with the First National Life have been taken over by Emory Folmar, president.

### Many Life Men on Trade Trip

Life insurance had a better representation on the recent trade trip sponsored by the Oklahoma City Chamber of Commerce than any other industry. Its representatives were L. C. Mersfelder, general agent Kansas City Life; Edwin Starkey, vice-president Mid-Continent Life; G. A. Henshaw, president Transcontinental Life; B. F. Biggers, president Republic Life; Joe D. Morse, president, and A. G. Palmie, in charge of the industrial department of the Home State Life.

### Extend Andrews' Territory

The home office agency of the Jefferson Standard Life, Greensboro, has been extended to include 12 counties in the northwestern section of North Carolina. It now includes 29 counties. W. H. Andrews, Jr., is agency manager, while Dan Hodges, formerly manager of the Winston-Salem district, is a branch manager with offices at Winston-Salem.

### Sunshine Life Enjoined

OKLAHOMA CITY, May 21.—At the request of Attorney General King, a temporary restraining order has been issued by the district court prohibiting further operation of the Sunshine Life. Mr. King alleged that the company had been operating without license since Jan. 1, 1931. An investigation by Commissioner Read found the company to be insolvent, with liabilities of \$3,221 and no assets.

Warrants were issued for three officials of the company, E. M. Rominger of Shawnee, James A. Echols, former president, and Tyler W. Payton, on a

**No. 5 of**  
**ATLANTIC**  
**ADVANTAGES**

**An attractive line of**  
**Juvenile Contracts**  
**Covering**  
**Ages from Birth to Age Nine**

**ATLANTIC LIFE INSURANCE CO.**  
 Richmond, Virginia

Angus O. Swink, President      Wm. H. Harrison, Vice Pres. & Supt. of Agencies  
 Honestly, It's the Best Policy



charge of obtaining \$1,500 under false pretenses. Mrs. Ida S. Walton of Okeene, complaining witness, alleged she had purchased stock in the company although no license had been granted its officials to sell stock in Oklahoma.

#### Agency School to Be Held

The Life Insurance Sales Research Bureau will hold a school in agency building at the University of North Carolina in Greensboro June 15-26. The school will be under the supervision of the extension division of the university.

#### Takes Over Western National

The Universal Life & Accident of Dallas has obtained control of the Western National of Fort Worth. F. L. Euless is president of the merged companies. The Western National was organized as a mutual at Sherman several years ago. It changed to an old line company in 1928 and moved to Fort Worth last year. It had about \$500,000 in ordinary business on its books and around \$31,000 weekly industrial business in force. A branch office will be maintained in Fort Worth.

#### Barber's Work in Mississippi

E. M. Barber, who was made Mississippi agency manager for the Equit-

able Life of New York, had a fine April. The new organization wrote more than was produced in the state during the entire year of 1930. Mr. Barber is a million dollar producer and has attracted a number of men to his organization. He started with the Equitable 17 years ago in the H. J. Powell agency at Louisville. When he was promoted to agency manager in Mississippi, he was district agent at Gulfport.

#### Will Open Group Department

The State Reserve Life of Fort Worth is planning to open a group department. The company's new business the first four months of 1931 was 5 percent above the same period of 1930.

#### Mutual Conversion Law Signed

Governor Sterling of Texas has signed the bill providing for conversion of stock insurance companies into mutuals. Any home or domestic stock company may become a mutual if stockholders are able to dispose of their holdings and a majority of them approve.

#### New Fraternal Licensed

The Grand National Life Insurance Association of Oklahoma City has been licensed to operate as a fraternal. The charter was granted to H. T. Carter, W. E. Garner of Oklahoma City and N. V. Dresbach of Earlsboro.

## PACIFIC COAST AND MOUNTAIN

#### Neifert With United Pacific

Former Idaho Insurance Commissioner Becomes Agency Supervisor—Other Appointments Are Announced

D. C. Neifert, for seven years Idaho insurance commissioner, has been appointed agency supervisor of the United Pacific Life of Seattle for Idaho.

A. R. Major, formerly district agent for the Lincoln National Life at Centralia, Ore., has been named special representative at Eugene, Ore., where he recently moved. G. A. Hibbard will represent United Pacific Life in Oregon as special representative at Marshfield. W. H. Cochran has been named to a similar capacity at Portland.

Two special representatives, both widely known in the Inland Empire territory, have been appointed to work out of the Spokane branch office, which is under direction of L. W. Linder. They are H. G. Hunter and Warren H. Walker. G. O. Panzer has been made general agent at Olympia, where he will cooperate with C. D. Sanford in developing new business in that locality. E. G. MacMurdo, named special representative, is the latest addition to the force working in the Walla Walla district.

#### Los Angeles "Ad" Campaign Funds 75 Percent Pledged

At the luncheon meeting of the Life Managers' Club of Los Angeles last week an interesting discussion on institutional advertising was given by F. C. Hathaway, manager Mutual Life of New York and advertising committee chairman. Approximately 75 percent of the total amount necessary to finance the contemplated local campaign has been pledged and no difficulty is expected in obtaining the remaining 25 percent shortly.

M. P. Hawkins, general agent Connecticut General Life and chairman of the life insurance committee of the Los Angeles chamber of commerce, in a short talk described the work of his committee. He told of a number of twisting cases recently submitted and said that without any publicity the people have learned that the chamber of

commerce is prepared to give authentic information concerning policies which twisters have attempted to disturb.

C. A. James, assistant manager of the foreign commerce and shipping department of the Los Angeles chamber of commerce, spoke on "Foreign Trade."

#### Business Is Off 25 Percent in the Pacific Northwest

SEATTLE, May 21.—The life companies report that new business is off about 25 percent on the average in the Pacific Northwest. In some sections that seem to be particularly hard hit for special reasons, production has declined 40 percent as compared with the first four months of last year. The first four months of 1930 show an appreciable decline over the similar period of 1929. Perhaps companies are doing just about what they would have done had there not been a great boom.

#### Shift Metropolitan Managers

John Prins, Spokane manager of the Metropolitan Life, has been made manager at Tacoma and is succeeded by W. R. Giblett. Mr. Prins is national committeeman of the Spokane Life Underwriters Association and chairman of the Spokane Managers Club. He was a million dollar group producer in 1930.

#### Consider Modern Approaches

SEATTLE, WASH., May 21.—The Life Insurance Managers Association of Seattle will consider "Modern Approaches" at its meeting tomorrow. Carl Olson will speak on "Modern Approaches for Policy Sales"; Arthur Challiss on "Modern Approaches for Program Insurance"; and Joseph Mulder on "Modern Approaches for Business Insurance."

#### Erect Huge Sign

SEATTLE, WASH., May 21.—A huge 21 ton Neon electric sign with the word "New World Life" has been erected on the top of the New World Life's home office building here. The sign is over three stories high and is one of the largest Neon signs on the coast.

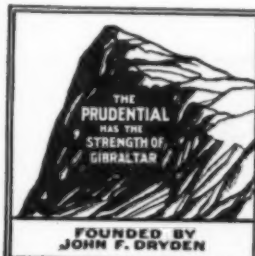
## SPEAKING OF SALESMEN

A motto which might well be used as a rallying cry for those who sell life insurance has been posted on the front of a Newark, N. J., church.

"A green salesman," it reads, "is more promising than a blue one."

This is a time for courage and confidence and those who have a fair share of either are getting the business.

The Prudential makes it easier with its **LOW NET COST** policies.



**The Prudential**  
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office - Newark, New Jersey

**The Indiana Compulsory Deposit Law guarantees policyholders of The Lincoln National Life Insurance Company, Ft. Wayne, Ind. Complete Protection**



## An UNUSUAL CONTRACT will be offered to An UNUSUAL MAN

### WHO:

- is a producer
- can organize
- is, of course, honest
- has three years of experience
- is seeking opportunity
- will WORK
- needs no financing
- needs no drawing account or salary
- needs no office expense

### BUT

### WHO:

will accept Home Office help in the appointment of new Agents under him for whom he will not be responsible financially and yet on whom he will receive overwriting Commissions as high as \$4 per thousand and long time Renewals

### THE COMPANY

It is rated "A" by Best

Its rates for Insurance are extremely low  
(Age 35 Ordinary Life Net Cost  
First year per thousand \$17.85)

It writes all latest forms—Participating only—including an improved Family Income form; also Juvenile

Has over \$135,000,000 in force.

### TERRITORY

The Company desires especially to develop Indiana, Illinois, North Carolina and Texas.

### ASSISTANCE

Experienced field men to help the man selected to build a real agency in which the Renewals are NON-FORFEITABLE.

### UNLESS

You have no present connection, or you have a real reason for leaving your present connection and are not at fault yourself, we are not interested. Write fully about yourself. We will not communicate with references until after interview. Write S-32, The National Underwriter.

## WE WANT AN UNUSUAL MAN

## Entering its Twentieth Year--

THE Company in an expanding mood, having held its own during 1930, is strong to move forward. To all the standard forms have been added:

A Family Income policy, a group of Juveniles, Retirement Annuity, and Convertible Term to Age 65. Beginning about March 1, Accident and Sickness Insurance will be written in connection with life policies.

The Company has under consideration plans to enter Colorado, Nebraska, Iowa, Minnesota, Illinois, Indiana and Michigan.

Here is preferred opportunity for the working life insurance man.

## CALIFORNIA STATE LIFE INSURANCE COMPANY

J. ROY KRAUSE, President  
HOME OFFICE:

JAMES L. COLLINS, Supt. of Agencies  
SACRAMENTO

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature. Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

### Issues 20-Pay Coupon Form

#### Kansas City Life Announces Policy Providing Sinking Fund—Has Income Endowment Series

The Kansas City Life is issuing a 20-payment coupon policy similar to the 20-pay life, but guaranteeing through the coupons a sinking fund which may be drawn upon for premium payments under stress. It also enables the insured to reduce premium requirements year by year, and have a 20-pay policy completed in 20 years. By leaving coupons attached it becomes paid up in a limited number of years, 13 years in the younger, and 14 in the older ages.

In other respects the policy is similar to the 20-pay life. At age 35, \$1,000 of insurance is \$40.39. Waiver of premium, and other features, and optional settlements, are available.

The company also has three new income endowments maturing at ages 55, 60 and 65. They pay \$10 a month per \$1,000 after maturity, giving protection during the insured's productive period and guaranteeing independence in old age.

The Kansas City Life has entered the juvenile field with a new policy to be written on the lives of the children of policyholders, that is, children whose father or mother or guardian are policyholders, except that in addition applications on the lives of children whose father or mother or guardian apply for insurance on their own lives at the same time will be considered.

Children will be written at any age from one day to nine years, inclusive, on any of the following plans: 25-payment life, 15-payment life, 20-payment 30-year endowment, endowment at 21, 20, 19, 18, 17 and 16.

### Connecticut General Has Family Income Settlement

The Connecticut General Life has announced a new family income plan in form of a special trust agreement to supplement any policy issued by the Connecticut General. It pays an income until the youngest child living at the death of the father reaches age 20, regardless of the length of the period. After this the income continues until the proceeds of the policy, with interest, are exhausted. The following table shows how the amount available for the mother's life income depends upon the age of the youngest child living at the time of the death of the father:

Youngest Child's Age at Death	Balance Left for Wife	Youngest Child's Age at Death	Balance Left for Wife
1.....	\$11,030	15.....	\$20,160
5.....	14,100	20.....	22,500
10.....	17,390		

The settlement agreement can be altered or revoked at any time without any trouble. For convenience, multiples of \$2,250 are used in issuing policies under this agreement. The Connecticut General recommends the use of its convertible at 65 policy with this settlement, which is term insurance convertible at any time between the fifth year and age 65.

#### Alamo Life

The Alamo Life of San Antonio is issuing a "little giant" policy, the first year premium of which at all ages is \$10, and thereafter only \$5. Double indemnity is provided. Benefits for ages below 7 years increase each year until the maximum of \$447 is reached at age

7. Face of policy is graded, depending on age. Non-forfeiture values are given. Amounts of insurance, with values, are illustrated below:

Age	Amount	Values	
		(Cash or Loan)	Maturity
1.....	\$ 81	5th Yr.	10th Yr.
10.....	373	\$ 2	\$11
15.....	429	6	17
20.....	393	7	19
25.....	355	8	22
30.....	316	9	24
35.....	277	10	26
40.....	239	11	28
45.....	201	11	30
50.....	164	12	30
55.....	130	12	28
60.....	102	11	26
65.....	78	10	24

#### Missouri State

The Missouri State Life now is issuing a family income policy on the popular plan under which the rates and values automatically revert at end of dependency period, to those for ordinary life. It is issued on 10, 15 and 20-year plans, for \$2,500 or more, up to \$50,000. Rates at five-year illustrative periods are:

Age	10-Yr.	15-Yr.	20-Yr.
20.....	\$16.98	\$18.24	\$19.75
25.....	18.72	20.15	21.78
30.....	21.16	22.67	24.48
35.....	24.74	26.08	28.17
40.....	29.42	31.30	33.59
45.....	36.20	39.01	42.48
50.....	45.79	50.10	55.51
55.....	57.74	66.57	74.94
60.....	79.49	.....	.....

#### National Equity, Little Rock

The National Equity of Little Rock has adopted the supplementary form of family income, which may be attached to any policy, providing for premium paying period of at least 20 years. Premiums reduce each five years by 20 percent of the original annual premium, so that during the last five years of the 20-year period this supplementary contract is costing only one-fourth of the original premium. Premiums first five years at illustrative ages are:

Age	Age	Age
20.....	\$ 9.26	35.....\$11.76
25.....	9.75	40.....13.96
30.....	10.50	45.....19.02
		50.....28.68
		55.....43.61
		60.....65.73

#### Provident Life, N. D.

The Provident Life of Bismarck, N.D., has adopted a new schedule of rates now in effect. Considerable reduction results and the company now compares favorably with others on a net cost basis. There is no change in cash value or policy forms. The new rates per \$1,000 on popular forms at five-year intervals are:

Age	O. L.	20-Pay	30-End.	20-End.	E. at 65
15	\$12.49	\$20.26	\$24.98	\$39.86	\$14.47
20	13.84	21.87	25.34	40.13	16.45
25	15.63	23.92	25.99	40.70	19.17
30	17.95	26.41	26.92	41.43	22.85
35	20.96	29.47	27.95	42.44	27.98
40	24.85	33.12	30.01	43.76	35.35
45	30.25	38.02	33.61	46.23	46.23
50	37.69	44.52	39.48	50.23	64.82
55	47.73	53.15	48.39	56.75	101.06
60	63.22	66.93	.....	68.83	.....

#### Manhattan Life

The Manhattan Life has brought out a reduced dividend schedule effective May 1. The scale at the representative ages of 25 and 35 for the three principal forms is:

Age	Ord. Life		20 Pay.		20-Year En.	
	25	35	25	35	25	35
Year 2	\$2.42	\$3.20	\$2.84	\$3.60	\$4.13	\$4.62
3	2.47	3.26	2.93	3.71	4.30	4.79
4	2.51	3.33	3.01	3.81	4.46	4.96
5	2.55	3.40	3.09	3.92	4.64	5.13
10	2.77	3.72	3.54	4.47	5.60	6.09
15	3.02	4.09	4.08	5.15	6.80	7.28
20	3.32	4.50	4.74	5.95	8.27	8.75

#### Abraham Lincoln

A juvenile 20-pay policy is being issued by the Abraham Lincoln Life of Springfield, Ill. In case parent dies or becomes totally and permanently disabled before completion of payments the company will carry the policy in force with full values. Death benefits are graded from \$100 under one year to \$1,000 at 5 years. Premium at age 5 is



\$19.60. The company gives an illustration showing \$392 total deposits in 20 years starting at age 5, \$308 cash value end 20 years, net cost \$84, or 8 cents a week; guaranteed cash value at age 65, \$688, accumulated estimated dividends \$797, total \$1,485, or a surplus cash value of \$1,093 over cost. This policy becomes participating at end of 20 years.

#### New York Life

The New York Life is issuing a two-year term converting automatically to ordinary life at attained age after the two years. The minimum amount issued is \$2,000 and maximum \$50,000. Rates are:

Age	Premium First Two Years	Premium Thereafter
21	\$10.21	\$20.51
25	10.49	22.56
30	10.96	25.75
35	11.67	29.90
40	12.81	35.39
45	14.71	42.79
50	18.32	52.91
55	24.87	66.84
60	35.93	86.24

#### Western States Life

A new policy, known as the "commercial low premium policy," has been issued by the Western States Life. Vice-President J. V. Hawley states the policy has been devised to meet present-day economic conditions, having as its principal feature the affording of life insurance protection to a man in those years in which his family is dependent on him. Provision is made for the individual to take the maximum amount of insurance at a low premium and to receive the total figure of the policy during the years when he most needs it for his family. At the ages of 50, 55 and 60 conversion to other forms commensurate with his changed financial status is provided.

#### Equitable Life of New York

The Equitable Life of New York has issued an announcement on aviation risks:

"The underwriting department has now somewhat liberalized its treatment of persons who fly as passengers on well established air lines, due to the latest data on this subject. There are undoubtedly some policies in force carrying extra premiums because of passenger flying hazard which are eligible at this time for consideration for reduction or removal of extra premium. Their eligibility, however, depends in part upon the flying history of the insured since issue.

"The underwriting department will gladly consider statements made at the present time on aviation questionnaire, covering the flying history of the insured to date, together with declarations of continued good health, for the purpose of determining what action may be appropriate."

#### Mutual Life of New York

The Mutual Life of New York has amended its schedule of limitations on aviation insurance applying to passengers on regular scheduled air transport lines, resulting in a general and material lowering of the extra premiums and at the same time a considerable increase in the maximum limits. The schedule is: One to 10 flights inclusive, no extra charge, limit, \$200,000; 11 to 20 flights inclusive, no extra charge, limit, \$150,000; 21 to 30 flights inclusive, extra charge \$2.50 per \$1,000, limit \$100,000; 31 to 40 flights inclusive, \$5 extra charge per \$1,000, limit \$75,000; 41 to 50 flights inclusive, \$5 per \$1,000 extra charge, limit \$50,000; over 50 flights, \$2.50 additional for each 20 flights, limit \$25,000.

#### Bankers Union Life

Three new policies are announced by the Bankers Union Life of Denver, which commenced business last December. All are non-participating. They include new forms of ordinary life, five-year term and 20-payment life policies. The company also is issuing a ten-year term policy, convertible in seven years.

#### Fidelity Union Life

The Fidelity Union Life of Dallas is at present incorporating in all policy forms the following clause:

Profit sharing after becoming paidup or after 20 years—This policy will be automatically changed to a participating policy on an annual dividend basis at any time when all premiums shall be paid in full, but in any event it shall become a participating policy on an annual dividend basis after it has been continued in force for 20 full years.

#### Pilot Life

The Pilot Life's non-medical requirements have been liberalized so that modified premium, whole life and 20-payment special contracts on male applicants may now be written on the non-medical basis up to \$2,500. In addition members of the McAllister clan, highest agency honor organization, are permitted to write up to \$5,000 on the non-medical basis.

## NEWS OF LIFE ASSOCIATIONS

### Congress Held at Louisville

Parkinson Tells of Sound Financial Position of Life Companies—Steven-son and DeNezzo Speak

LOUISVILLE, KY., May 21.—The annual Kentucky sales congress sponsored by the Louisville Association of Life Underwriters was held last week in Louisville.

At the luncheon T. I. Parkinson, president Equitable Life of New York, spoke on general business conditions. He told of the sound financial condition of life companies because of their sound investments in first mortgage bonds and securities of unquestioned stability. When many investors were throwing overboard their gilt edged securities, in order to buy cats and dogs with faster earnings, he said, the life companies purchased the gilt edged bonds at reasonable prices, with the result that when the markets crashed on the unreasonably high cats and dogs, the life companies which had taken advantage of opportunities presented to buy high grade investments at reasonable levels, were in excellent position.

Clinton Davidson, president, Estate Planning Corporation, New York, in speaking on "Lucky Underwriters," said that the life agent should consider himself lucky to be in a sound investment business, where his ability to earn has been affected less by stock market

crashes, business depression, etc., than in other businesses.

A. P. Steler, Mutual Benefit Life, Detroit, spoke on "Opportunities in Business of Average Size," arguing for the agent to go after and conserve the medium and small business and not to pass up the small policyholders. Mr. Steler led his company's agents last year in personally produced business with 150 lives.

N. M. DeNezzo, Aetna Life agency assistant, spoke on "Conservation." By selling the business right and servicing it to keep it sold, instead of permitting it to lapse, both the assured and the agent are saved from loss.

"Life Insurance Today," was discussed by J. A. Stevenson, vice-president Penn Mutual Life. Salesmen, he said, should make more calls and spend more time in actually talking to insurance buyers and waste less time in the office, on the street, waiting to see prospects, missing prospects, etc. Salesmen average only 1.8 percent interviews a day and spend only about 25 minutes a day in actually talking to prospects.

Fort Dodge, Ia.—The Fort Dodge association heard I. H. Knudson, state senator, and Dr. A. L. Semans of the First Methodist church, at a luncheon meeting last week.

Baton Rouge, La.—The organization and activities of the Baton Rouge association were complimented by Miss B. B. Macfarlane, of New Orleans, state supervisor for the Pan-American Life, in

## SERIES No. 9

regarding the conservation and reclamation of life insurance

MR. LIFE INSURANCE EXECUTIVE:

*How does your company treat extended insurance and paid-up cases?*

EXTENDED insurance and paid-up policies are as important problems as loan cases. Companies should not neglect either of these cases because the condition of the policyholder changes. He may now be ready to take a new policy in your company and unless you keep in contact with him and make a proposal you may find that some other company has written him for a new policy.

As a rule, your agents will not take time from their regular daily tasks to devote to this work. It is possible, however, to have this work efficiently and economically done by De Barry & Associates, Inc. A staff of men trained not only as life underwriters but also as conservation specialists are ready to care for your company's business regardless of where the policyholder lives. An adjustment satisfactory to all concerned is attained. Incidentally the amount of new business written in connection with this work is very profitable to your company.

The De Barry impartial method is entirely different than any other plan of conservation and reclamation work. A trial contract with us will convince you that both your company and policyholders are fully satisfied with our service. Complete information gladly furnished life insurance executives.

**DEBARRY & ASSOCIATES, INC.**

INSURANCE COUNSELORS

222 WEST ADAMS STREET, CHICAGO, ILL.

## A FAMILY INCOME PLAN— of Extreme Flexibility!

Check these features, as offered under The Guardian's Family Income Plan:

Issued in **two forms**—guaranteeing Family Income of \$7.50 or \$10 per month per \$1,000 of insurance. In addition, excess interest will be payable.

Face amount of policy **payable in cash at death**—or under various Optional Methods of Settlement.\*

Attachable to all policy forms except Term. **Cash and other guaranteed values of original policy not reduced** through addition of Family Income Plan.

Issued for 20-, 15- and 10-year periods with additional premium for Family Income Plan payable for **only 16, 12 or 8 years**, respectively.

May be added to existing Guardian insurance upon medical examination.

\*If left with Company under interest option, income during Family Income period will be materially increased. The Guardian's current interest rate is 5%.

**THE GUARDIAN LIFE**

ESTABLISHED 1860

**INSURANCE COMPANY of AMERICA**

50 UNION SQUARE • NEW YORK CITY

## Des Moines Life & Annuity Co.

J. J. Shambaugh  
President

Des Moines  
Iowa

### THE COMPANY OF CO-OPERATION

#### Right Now Look Toward Your Future

If you want to really go a long ways in the insurance field start with some sound, progressive company which has its years of greatest growth just ahead. Such a company is the Des Moines Life & Annuity, and right now we're looking for men who want to make these next few years count BIG. Write us. We'll gladly go over our proposition with you.

### The Company Back of the Contract

Back of every Fidelity contract stands a reputation of over half a century of fair dealing. Live and let live has been the sound basis of mutual satisfaction upon which its agency contracts have been built.

Modern policy forms, including Family Income, Retirement Income and Low Rate Life are backed by a particularly successful lead service. Fidelity now has \$425,000,000 insurance in force, is financially solid and steadily growing. It operates in thirty-nine states, including New York, on a full level net premium basis.

Openings available for the right men.

Send for booklet

"The Company Back of the Contract"

The FIDELITY MUTUAL LIFE  
INSURANCE COMPANY  
PHILADELPHIA  
WALTER LEMAR TALBOT, President

### Are you interested?

We have an especially attractive Agency Contract to offer real producers.

Middle West Territory. Liberal Policy Contracts. Standard and Sub-Standard. Medical and Non-Medical. Special Features.

Write T-13, The National Underwriter

an address. Although only 10 percent of the life underwriters of the nation are enrolled in the national organization, they receive 90 percent of the business, she declared. Miss Macfarlane also voiced commendation of the attempts of the local group to procure a chair of life insurance at Louisiana State University. Miss Macfarlane is regarded as one of the leading life insurance women of the south. She is active in the National Association of Life Underwriters, and is now chairman of a district of five southern states in a membership campaign. Her report of activities of the national organization was quite interesting. She served for several years as president of the state association.

**Los Angeles.**—An address by Vash Young, big producer of the Pennock agency in New York City for the Equitable Life of New York, will feature the meeting of the Los Angeles association, June 1.

**Boston.**—The May meeting of the Boston association was held Thursday. The topic for discussion was, "What is right with the insurance business?" and "What is wrong with us?" Speakers scheduled were J. M. Woodhouse, Union Central; C. H. Jones, Phoenix Mutual; Paul F. Clark, John Hancock, and H. H. Kay, Metropolitan Life.

**Wichita, Kan.**—Wichita association sponsored the appearance of Vash Young, New York City, Equitable Life of New York producer, before the meeting of the Wichita Civitan Club this week.

**Erie, Pa.**—Clay Hamlin, Buffalo, general agent Mutual Benefit Life, spoke at the May meeting of the Erie association. He told of the methods he has used in establishing high records for underwriting.

**North Dakota.**—Between 35 and 40 members of the North Dakota association attended the annual business meeting last week at Fargo. Ed Auman, Fargo, Northwestern Mutual Life, was elected president; Charles Wilson, Fargo, National Life of Vermont, was elected vice-president, and R. A. Trubey, Fargo, Guardian Life, was renamed secretary.

**Indianapolis.**—At the Indianapolis Association of Life Underwriters' meeting last week Ed Kepner, publicity manager Indianapolis Life, talked on "Emotions in Life Insurance." He painted word pictures of several actual examples of what life insurance has done and conditions that have developed where life insurance had been neglected.

C. W. Albright, Northwestern Mutual Life, gave a very helpful talk on his methods of selling.

**Greeley, Colo.**—The newly organized Greeley association held its second meeting last week with O. J. Inman, the president, presiding. He is manager of the Metropolitan Life. R. P. Banks, general agent Penn Mutual Life for Colorado and Wyoming, spoke on "Organized Selling." He demonstrated a planned talk on creating and saving an estate.

**St. Louis.**—J. E. Kavanagh, vice-president Metropolitan Life, will address the St. Louis association May 21 on "Merchandising Life Insurance Products."

**Mason City, Ia.**—Commissioner Clark of Iowa spoke at the May meeting of the Mason City district association. Chas. Greeley, Waterloo, president Iowa association, also spoke.

**Des Moines, Ia.**—The law of giving works overtime for the giver and is the real secret of the successful life underwriter, Vash Young, New York City producer of the Equitable Life of New York, told the Des Moines association at its May meeting. He spoke on "A Fortune to Share." Mr. Young stressed the value of self confidence, freedom from worry and determination to succeed in the business of selling.

**Seattle, Wash.**—Oliver Thurman, vice-president and superintendent of agencies Mutual Benefit Life, was the principal speaker at the May meeting of the Seattle association. A. E. N. Gray, educational director Prudential, also spoke.

**Davenport, Ia.**—The nominating committee of the Davenport association has submitted the following for election: President Leon Zoeckler, National Life,

Vt.; first vice-president, Henry Meese, Travelers; second vice-president, Richard Lebuhn, Massachusetts Mutual; treasurer, M. E. Van Epps, Penn Mutual; secretary, G. L. Powell, Guardian. H. J. Plack, Indianapolis Life, retiring president, and S. W. Sanford, Register Life, are nominated for executive committee members.

**Dayton, O.**—The Dayton association made a survey of what was done by 23 offices during the first two weeks of May in the city. Harry Binn, president, stated \$1,514,000 new insurance was placed in Dayton during that time.

**Marshalltown, Ia.**—At Marshalltown association's May meeting E. E. Smith, educational director Equitable Life of Iowa, was the principal speaker.

**Montgomery, Ala.**—Dr. F. C. Stevenson, for 34 years medical examiner of the Penn Mutual Life in Montgomery, was the principal speaker at the May luncheon-meeting of the Montgomery association at the Whitley Hotel. W. T. Roddy, Birmingham, Alabama manager Equitable Life, spoke on "How to Get More Applications."

Short talks were made by J. C. Kilpatrick, Metropolitan Life; E. G. Branch, Penn Mutual; F. B. Fisher, Mutual Life of New York, and C. Allen Hopkins, William Lawrence and Thomas Peach, all of the Equitable Life.

**Lansing, Mich.**—Success tips for agents, some applicable generally and others especially during the current business situation, were supplied members of the Lansing association at the May meeting by two Provident Mutual Life executives, J. L. Simon, Philadelphia, supervisor of agency accounts, and Nathaniel Reese, Detroit, Michigan general agent. Mr. Reese pointed out that the depression "can be made to yield extra life insurance business." He said that life insurance "is the quickest and the only sure way for a man to make up the shrinkage which his investments suffered during the past 18 months." He emphasized that policyholders automatically are made better citizens because they have a financial interest in a great national financial institution. Mr. Simon scored the timid agent who fails to utilize his ability to the utmost or to carry out his frequently excellent ideas. "Mental attitude," he said, "is the barrier that keeps us from success." He laid down "eight rules" for success, the first confidence in self, one's company, and one's general agent, the remainder, a resolution to work "definitely, intelligently, vigorously, tenaciously, honestly, unselfishly and cheerfully."

**Charleston, W. Va.**—R. G. Turney of the Mutual Life becomes president of the Charleston association. Other officers installed were W. C. Hall, vice-president, and John Hart, secretary-treasurer.

Directors are R. R. Woolf, R. G. Turney, Mrs. Imogene L. Agnew, W. L. Matheny, W. C. Hall, H. H. Kidd, John Hart, John Patrick, L. E. Huffman, C. W. Crowell and T. S. Holcomb.

### Inter-Southern Is Reported Solvent

(CONTINUED FROM PAGE 8)

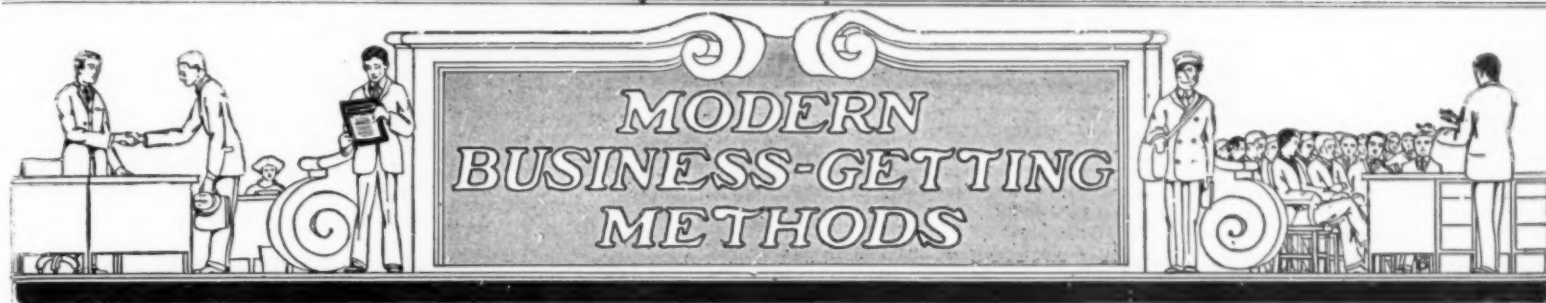
adequate surplus for the protection of its policyholders.

"After giving effect to the recent change in the capital structure, this protection to policyholders consists of: Capital, \$1,032,555.55 and surplus \$750,000.00.

"Without objection from you this report will be filed in my office as a public record on June 1, 1931. Assuring you that I shall gladly continue to cooperate with you in all matters which, in my opinion will contribute to the future growth and progress of the company, I beg to remain, very truly yours, Bush W. Allin, insurance commissioner."

Company officials today stated that with the sound financial situation of the company now firmly established, and with its control in strong hands, management being under an excellent board, the entire organization will at once settle down to the business of writing insurance. The company now has \$149,178,805 insurance in force and operates in 13 states.





## Leading Company and Agency Men Exchange Views on Many Matters at Chicago Spring Sales Congress

Some of America's life insurance company and agency leaders came together in Chicago last week in one of the season's most interesting and productive sales congresses. It was held under the auspices of the Chicago Association of Life Underwriters and the Illinois association, and was presided over by Harry T. Wright, president Chicago association, and Herbert Hendricks, president state association.

Undoubtedly the sensation of the congress was Holgar J. Johnson, general agent Penn Mutual at Pittsburgh, who spoke on "What Makes a Sale." Mr. Johnson said frankly he did not know; that if he did know he would become a rich man selling the formula alone. However, he suggested various lines of thought, which are presented in part in another column of this issue.

### Kavanagh Gives Views

Vice-president J. E. Kavanagh, Metropolitan Life, who heads the group department, gave a valuable address. He likened insurance to a factory manu-

facturing a product known as "protection," and he pointed out the advantage of group insurance in that the employer of labor is in effect appointed a sub-agent of the life insurance company.

Mr. Kavanagh lays a great deal of store by the histrionics of life insurance salesmanship. He said the same principles which apply in general merchandising apply in life insurance. He advises life insurance agents to learn to be good actors. He said: "If you learn to act well your part, you will learn your little policy by heart, and then go out and sell it."

He pointed out that it is a rare exception to find a man who buys life insurance. He advised learning a prepared presentation so well that the rate book can be left at home. He counseled the use of settlement options in picturing to a man what life insurance can do, and he urged talking in an off-hand way.

Mr. Kavanagh especially emphasized that life insurance men learn how to

smile. He said any one can do that. He said if one nods his head occasionally it is very difficult for a prospect to shake his head. "It is perfectly natural for people to want to agree with you so long as you make yourself agreeable," Mr. Kavanagh said.

### Whatley as Pinch-Hitter

S. T. Whatley, general agent Aetna Life in Chicago and past president National Association of Life Underwriters, pinch-hit for President George E. Lackey of the National association who was unable to attend because his voice played out on a speaking tour. Mr. Whatley mentioned the annual meeting in Pittsburgh, Sept. 22-25, and also the executive committee meeting at Atlantic City.

Vash Young of New York City, "millionaire" producer of the Equitable Life of New York, spoke on "A Fortune to Share." He said the public buys life insurance in spite of the terrible methods used in selling it. He said there was enough knowledge in the room in which he was speaking to make every one in it a million dollar producer.

Mr. Young, who received considerable publicity a year ago through a magazine article about himself, told of his "regeneration" in which he dropped his inferiority complex, day-dreaming, stewing about business, drinking and

smoking, etc., and cultivated good habits which resulted in a complete change in his life and steady progress toward success.

### Action Is Only Remedy

He said many people in the business find many reasons why they should not go out and solicit at the moment, such as too much competition, not a good day to see people, business is bad, stock market, etc. He said there is only one remedy for this line of thought, action. "I think if insurance people were ordered to do soliciting the way they do, they would feel terribly abused and make a change to some other company," Mr. Young said.

One of the especially fine talks of the day was that given by President J. A. Fulton of the Home Life of New York. He said life insurance men and women should organize themselves along definite lines. They should organize emotionally, he said, because the emotional drive is what urges people to do things. They do things because they feel and not because they think, he said.

### For Organized Presentation

In line with this he emphasized the value of organized presentation. Mr. Fulton does not believe in the so-called "canned" sales talk. He said there is a great waste as the result of lack of

### Openings in the following states:

Alabama      Georgia  
Florida      Tennessee  
Ohio      West Virginia  
District of Columbia

## "WANTED—MEN"

That's the crying need of the business world today. Men of initiative with a goal in life and the determination to carry through its completion. Such men as these who are needed in the life insurance business, after a thorough training in the Gem City Life methods, will outdistance others. Success today in life underwriting for the untrained man is increasingly difficult. If you are interested in the liberal policies, equitable compensation and sound training of Gem City Life agents write President I. A. Morrisett for complete information.

## THE GEM CITY LIFE

INSURANCE COMPANY OF DAYTON, OHIO

*The Rapidly Growing Company*

## SIXTY YEARS of PROGRESS 1871 1931

### Statement for 1930

New Assurances Paid for.	\$ 705,678,000
Total Assurance in Force.	2,863,701,000
Surplus and Contingency	
Reserve .....	36,532,000
Assets .....	588,733,000
Liabilities (including	
Paid-up Capital Stock) ..	552,201,000

## SUN LIFE ASSURANCE COMPANY of CANADA

Head Office: Montreal

preparation and this is one of the commonest faults in life insurance. He advanced the thought that many life insurance men perhaps do not sell nearly as much life insurance as they think they sell. They sell because they happen to be on the right spot at the right time. Mr. Fulton's talk in part is presented elsewhere in this issue.

E. B. Thurman, general agent New England Mutual, introduced President John A. Reynolds of the Detroit Life,

a former trust company man active in the movement which resulted in the cooperative life trust campaign.

#### Rapidly Becoming Profession

Mr. Reynolds said life insurance is transposing itself from a business into a profession as never before. He touched on the life insurance peddler of the past and pointed out that the public used to consider life insurance a luxury, etc., largely because of the method of

selling it merely as a death benefit and not for the service it gives. He pointed out that at the time of the Civil War there were only 56,000 policyholders in this country. He said as a result of all this there were many persons who were reluctant to buy life insurance because they saw the full avail paid to widows who because of environment, training, etc., were totally unfitted to receive so much cash and who in many cases made bad mistakes in administering it.

He then showed the development which came in life insurance through inheritance tax laws and the growth of settlement options in life insurance, war risk insurance, etc.

#### Past Most Trying Period

"Life insurance has passed through the initial stages when it was a misunderstood affair," he said, "and it has come to the place where it is recognized as a national economic factor. The time appears ripe for the life insurance underwriter to professionalize, know the fine points and present them so as to perform a patriotic duty and alleviate economic ills at the same time."

He said it does not particularly matter whether a trust company handles the proceeds of life insurance or whether these are administered under the settlement options in the life policy, so long as service is properly rendered. He went on to say that there are some cases in which it is preferable for trust companies to administer the service, and other cases in which it appears life companies better can serve. He said the final test in trusteeing life insurance is to sell this arrangement so that it will protect the situation.

#### Great Opportunity Overlooked

Mr. Reynolds pointed out a distinct opportunity in smaller communities for the use of trusteeed life insurance in business. He said in times of depression, close corporations in the smaller cities have suffered the most. He said too often they controlled the life blood of the community and life insurance men are at fault in not presenting the benefits of life insurance to all such small businesses.

There is a splendid opportunity here to show how this life insurance can be deposited with a bank in the same city or town and can be used by the bank to liquidate its debts at the same time.

Mr. Reynolds said the "investment insurance" proposal is fundamentally unsound. Under this plan which is being pushed in some quarters, investments are carried separately from life insurance, and as the investment side grows the life insurance protection is decreased so that the gross estate at any time is the amount desired.

#### State Association Elects

New officers were elected by the state association at a meeting held during the congress. The new president is C. C. Weber, Union Central, Springfield. Other officers are: L. P. Livengood, Minnesota Mutual, Danville, secretary-

treasurer; first vice-president, N. T. Blanchard, State Mutual, Champaign, and second vice-president, Holley Wilson, Massachusetts Mutual, Peoria.

Miss Martha E. Greene, president Champaign association, was a guest at the speakers' table in the afternoon. Other down-state association presidents at the table were T. M. Galbraith, Danville; Frank Kroeger, Decatur; Lee McConnell, Galesburg; C. T. Wardwell, Peoria, and C. M. Noble, Rockford.

#### John Hancock Appointments

The John Hancock Mutual Life announces the appointment of E. M. Thomas as an associate actuary with L. H. Howe and also the advancement of H. A. Grout of the department to be an assistant actuary. Mr. Thomas has been assistant actuary since 1919 and Mr. Grout has been connected with the actuarial department since 1913.

Mr. Thomas' service dates back to 1910. He graduated from Pennsylvania State College in 1908 and took his master's degree at Harvard.

Mr. Grout is a graduate with an A. M. degree from Brown, class of 1913 and went into the actuarial department of the John Hancock immediately after his graduation.

## THE FORMULA OF SUCCESS

**L**IFE INSURANCE can be explained in plain, everyday language. The facts can be simply stated. People need to be told about life insurance by one who knows life insurance and its adaptability. Salesmen of integrity, ability and courage who will work systematically and plainly state the facts of life insurance service will be Masters of their craft and successful.

THE MUTUAL LIFE OF NEW YORK, with its long history of increasing success, offers opportunity. It writes Annuities and all Standard forms of life insurance. Disability and Double Indemnity Benefits. It has many practices to broaden and expedite service for Field Representatives and for Policyholders.

Those contemplating engaging in life insurance field work as a career of broad service and personal achievement are invited to apply to

## The Mutual Life Insurance Company of New York

34 Nassau Street

DAVID F. HOUSTON  
President

GEORGE K. SARGENT  
2nd Vice-President and  
Manager of Agencies

New York, N. Y.

## ASSETS GAIN NEARLY 15 MILLIONS

Total Admitted Assets, December 31, 1930:  
**\$148,905,570.40**

Total Admitted Assets, December 31, 1929:  
**\$133,931,890.94**

Gain, 1930 over 1929:  
**\$14,973,679.46**

## Bankers Life Company

GERARD S. NOLLEN, President

Established 1879

Des Moines, Iowa

1871—SIXTIETH ANNIVERSARY—1931

## THE LIFE INSURANCE COMPANY OF VIRGINIA

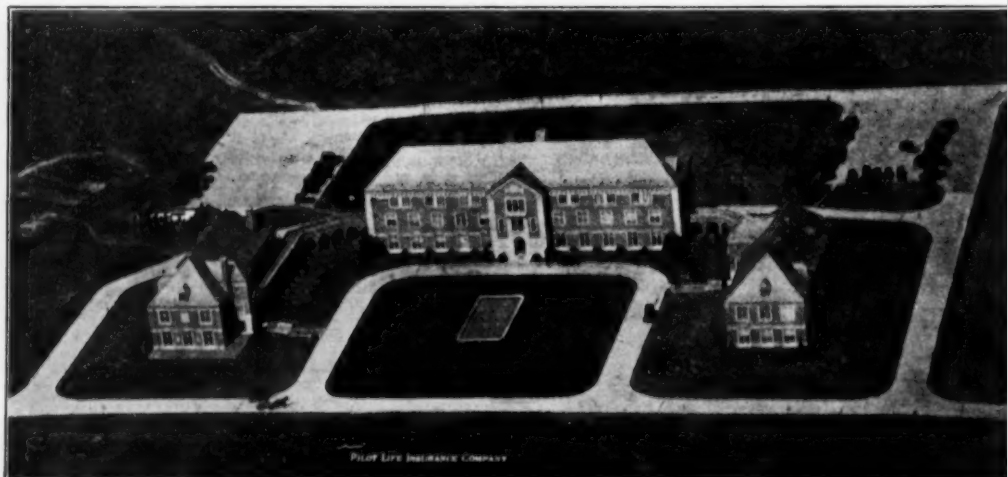
Richmond

Bradford H. Walker  
President



**The OTIS**  
**Conservation**  
*and* **HANN**  
**Reclamation**  
*of* **CO.**  
**Life Insurance**  
333  
N. MICHIGAN AVE.  
CHICAGO

**SW&C**  
A NATIONAL ORGANIZATION FOR CONSTRUCTIVE SERVICE  
Insurance Audits Budgetary Control  
**Scovell, Wellington and Company**  
ACCOUNTANTS—ENGINEERS  
10 East 40th Street, New York  
Boston Springfield Philadelphia Syracuse Cleveland Chicago Kansas City San Francisco



"Good Will" is one of the Pilot Life Assets not included on the Annual Statement . . . . . Pilot Agents, however, place a very high valuation on this intangible factor.

Pilot's eye view of the Home Office,  
Greensboro, N. C.



**14 Main Subjects**  
**1300 Pages**  
**Of Valuable Information**

*"You are to be highly commended on this great service. I personally have derived a great deal of good already, and have not yet had the service 45 days. It is a wonderful thing for any accident and health man to have, and I believe any accident and health insurer is passing up a real opportunity, if he hasn't this service in his possession."*

Douglas Marks, Manager  
 Southern Surety Co.  
 Kansas City, Mo.

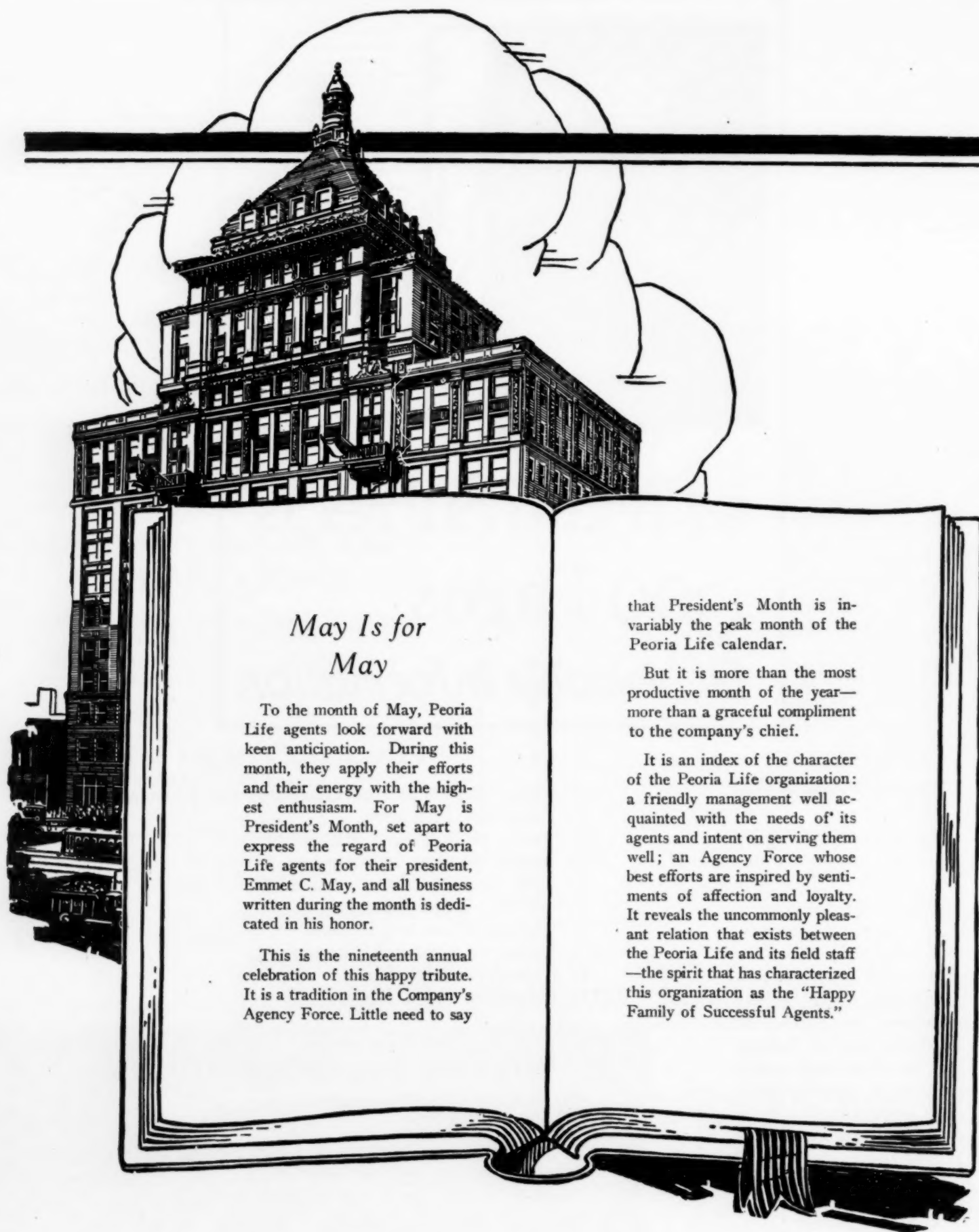
- 141 Cuts, Graphs, Selling Diagrams and Illustrations.
- 44 Pages on Prospects.
- 135 Pages on Personal Efficiency.
- 100 Pages General Information.
- 77 Specific Objections Answered.
- 89 Specific Sales Starters.
- 21 Closing Plans and Ideas.
- 166 Pages on Agency Management.
- 42 Complete Sales Plans.
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### *May Is for May*

To the month of May, Peoria Life agents look forward with keen anticipation. During this month, they apply their efforts and their energy with the highest enthusiasm. For May is President's Month, set apart to express the regard of Peoria Life agents for their president, Emmet C. May, and all business written during the month is dedicated in his honor.

This is the nineteenth annual celebration of this happy tribute. It is a tradition in the Company's Agency Force. Little need to say

that President's Month is invariably the peak month of the Peoria Life calendar.

But it is more than the most productive month of the year—more than a graceful compliment to the company's chief.

It is an index of the character of the Peoria Life organization: a friendly management well acquainted with the needs of its agents and intent on serving them well; an Agency Force whose best efforts are inspired by sentiments of affection and loyalty. It reveals the uncommonly pleasant relation that exists between the Peoria Life and its field staff—the spirit that has characterized this organization as the “Happy Family of Successful Agents.”

**Peoria Life Insurance Company**  
PEORIA, ILLINOIS